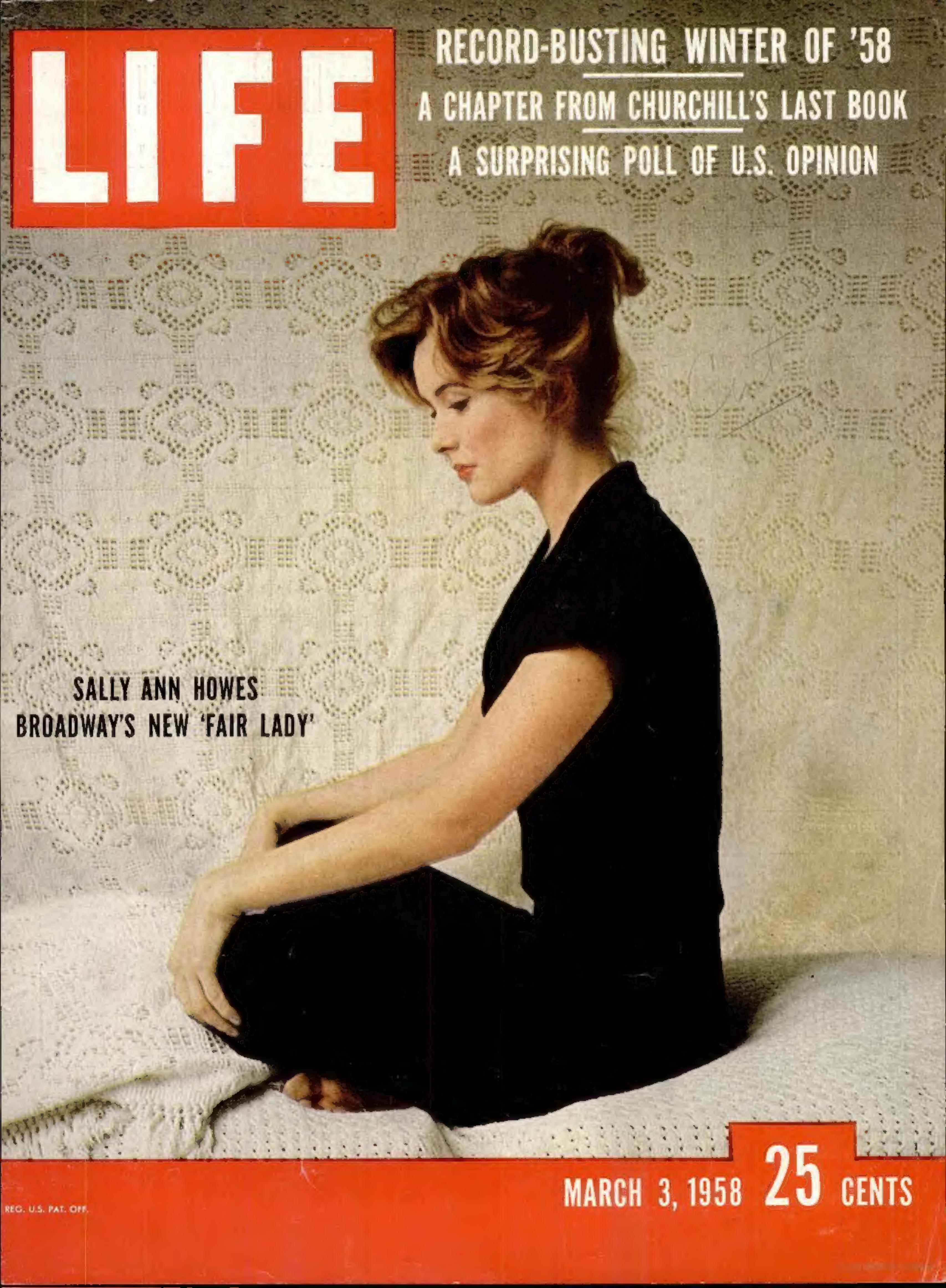


LIFE

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A CHAPTER FROM CHURCHILL'S LAST BOOK
A SURPRISING POLL OF U.S. OPINION



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MARCH 3, 1958

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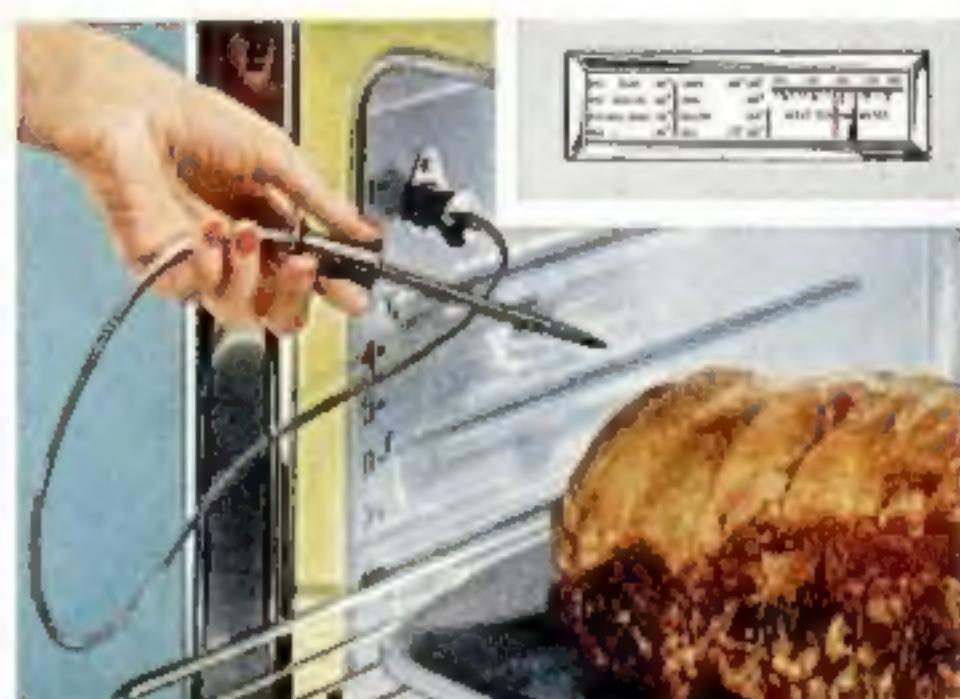
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SALLY ANN HOWES

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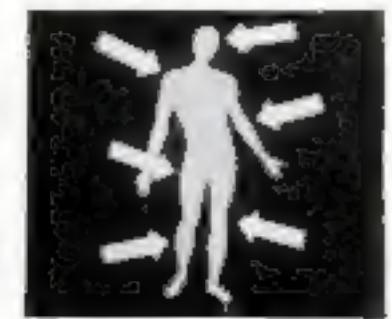
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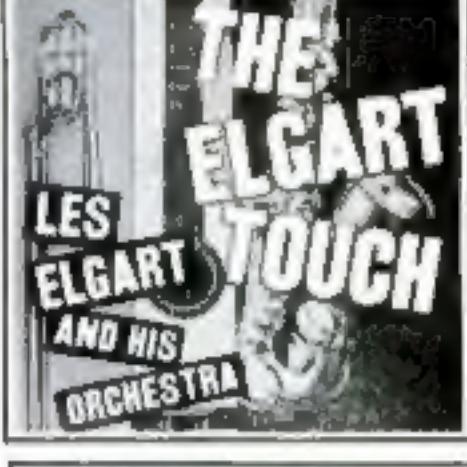
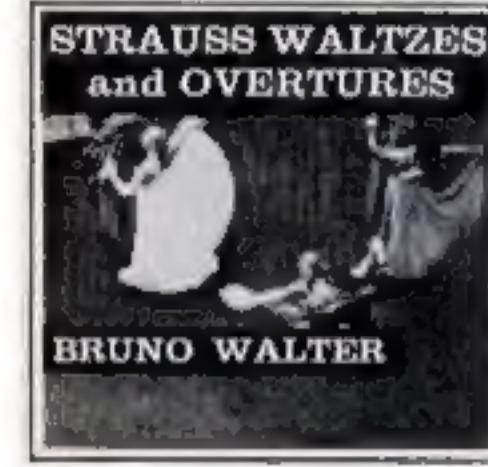
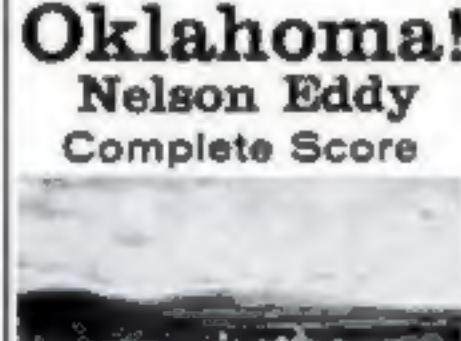
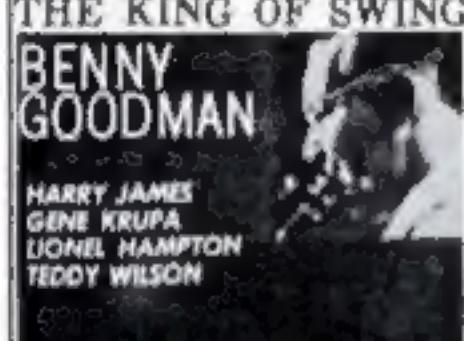
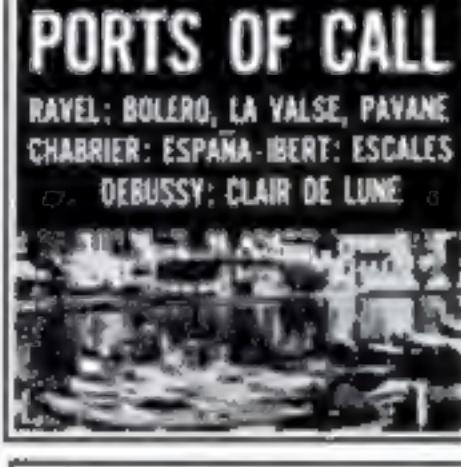
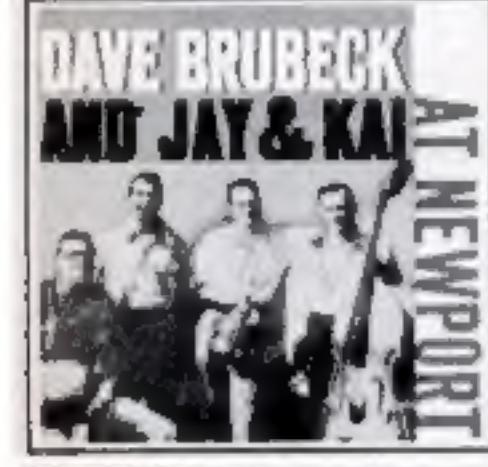
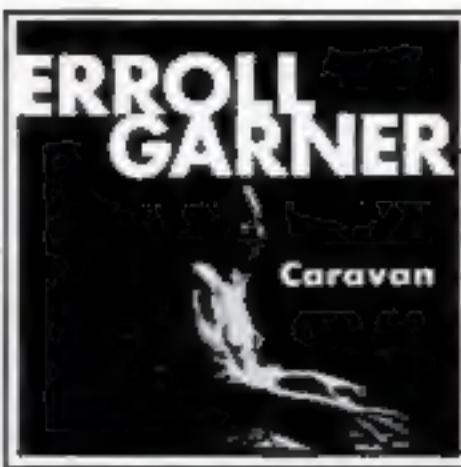


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22. Wonderful, Wonderful
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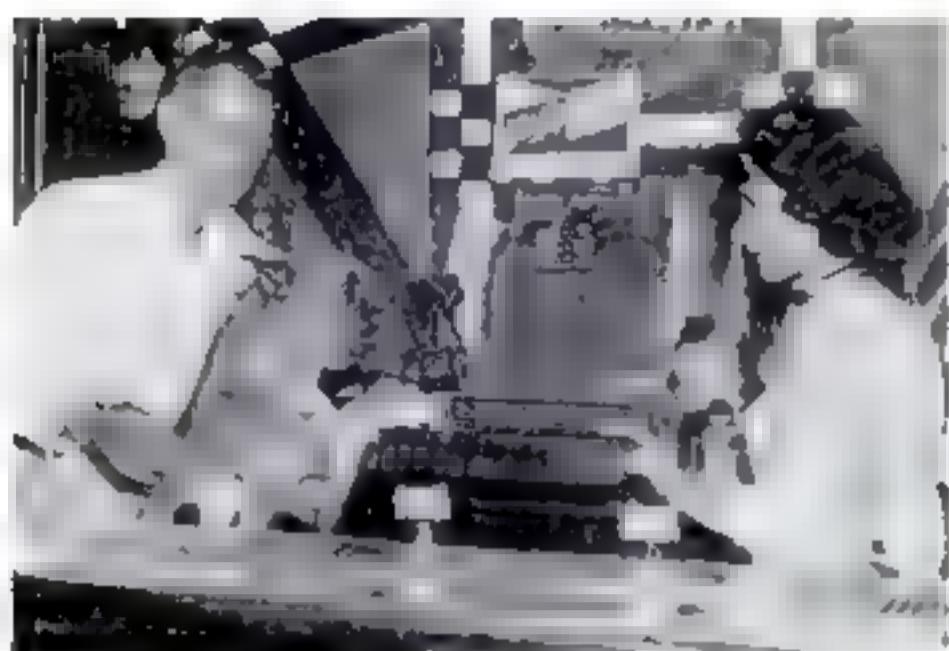
L-12

COLUMBIA RECORD CLUB
TERRE HAUTE, INDIANA



WORKING OUT SCENE WHICH DANNY KAYE DID LATER IN MOVIE. DIRECTOR KIDD IS BOUNCED FROM THE FEET OF AN ACROBAT INTO THE AIR WHILE TWO

LETTERS TO THE EDITORS



BAR OWNER EDDIE DIETZ, RICKIE, ANGEL THE WAITRESS (LEFT) ILLUSTRATE A POINT MADE BY "LIFE" (RIGHT)



SAD DEGENERATION OF OUR DOGS

Sirs:

The *LIFE* drawing of a boxer-turned-bar-gentleman in "Sad Degeneration of Our Dogs" (*LIFE*, Feb. 10) almost exactly matches a picture (above) I saw in a New York newspaper last week. It shows bar owner Eddie Dietz, his boxer Rickie, and waitress Angel LaMantia all staring into an empty cash register. A masked gunman walked into Dietz's bar and, while Rickie looked peacefully on, herded Angel, the cook and a customer into a washroom. He snatched \$948, patted Rickie and left. Some watchdog!

MARIE O'DONNELL

New York, N.Y.

Sirs:

As the world's only breeder of Chinook dogs, let me congratulate you on your fine article.

PERRY D. GREEN

Waldobor, Maine

Sirs:

How dare you call cocker spaniels quivering neurotics? My cocker is the happiest and friendliest dog a girl could want. I just hope your disposition is half as sweet as his.

C. A. HART

Milwaukee, Wis.

Sirs:

What a slanted piece of trash. Our Dane no longer hunts boar (I believe the sport went out with gaslight), but I dare the writer to enter our house unannounced or uninvited. And when the perfect specimen is whelped, I hope it bites your nameless writer right in the backside.

PRISCILLA H. WINGER

Colorado Springs, Colo.

Sirs:

Much of the blame for the "ruination" of our dogs should be placed directly upon the American Kennel Club. If this organization were to make it mandatory for every dog (other than a puppy, that is) shown in the breed ring to first pass the standard obedience test (something that isn't done now at all), better pets would result. These dogs would then excel not only in looks but also in good temperament.

THEODORE BECKHARDT

River Edge, N.J.

Sirs,

Your article is no proof that dogs are getting that way but that people are.

CHARLES J. RICH

Norwood, Mass.

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Sirs:

Hurrah for the mongrel! Thank heavens he has never been in sudden overwhelming demand. Here is a breed (?) that will never be ruined by popularity.

LEONA LOWE

Normantown, W. Va.

THE TROUBLE WITH THE SLUMP

Sirs,

Your editorial, "The Trouble with the Slump" (*LIFE*, Feb. 10), is incorrect when it says "... Detroit ... raised its new car prices 11.5% in November ..."

The Bureau of Labor Statistics calculates the increase (1958 vs. 1957) at only 4%. The 11.5% is the difference between 1958 new model prices and the discounted prices at which 1957 models were selling in October at the tag end of the model run.

You state that the industry's price policy "seems to place its own confidence in continuing inflation." This is not true. We recognize inflation as a great destroyer of values. In the case of General Motors, for every \$1 of increase in costs (1958 vs. 1957) our car prices went up only 60 cents.

Your editorial goes on to say: "In a slump one of management's best duties is to find the price at which sales, production and employment can be profitably maintained." This implies that any change in price will affect demand. Were price really responsible for the lowered demand for new cars, then the used car market would be booming. The fact is that the demand for used cars is no greater than for new cars.

H. H. CURTICE
President

General Motors Corp.,
Detroit, Mich.

• The 11.5% difference was, as Mr. Curtice says, largely the result of dealer discounts. By not passing all of its added costs along to the consumer, GM has indeed absorbed part of the impact of inflation. But some of these added costs represent Detroit's continuing policy of "more car per car"—bigger and more expensive new models every year. To succeed indefinitely, this policy depends on continuously rising personal incomes. This is not the case today. *LIFE* believes that lower new car prices would be a healthier way to maintain sales from the standpoint of the economy than the easier credit terms and tax cuts which are on record as Mr. Curtice's proposed remedies.—ED.

COMPELLING NEED FOR NUCLEAR TESTS

Sirs:

This masterpiece by Dr. Edward Teller and Dr. Albert Latter is the most logical article I have read ("The Compelling Need for Nuclear Tests," *LIFE*, Feb. 10).

B. C. WHITE

Castlewood, Va.

Sirs:

Dr. Teller has conveniently overlooked the findings of his fellow scientists, in the Health and Biology Division of the Atomic Energy Commission, who report that 196 Americans per year will die of leukemia, caused by nuclear testing. And how can he dismiss the findings of the Radiation Hazards Committee of the Federation of American Scientists that 50,000 cases of leukemia and bone cancer will result because of nuclear weapons already exploded?

STEPHANIE M. MAY

Bloomfield, Conn.

• According to Dr. Teller, the Division of Biology and Medicine of the Atomic Energy Commission has given the figure of 196 cases of leukemia per year on the basis of certain unproved assumptions. "The Atomic Energy Commission," he says, "has not stated that any increase in leukemia due to small amounts of radiation is a proved fact."—ED.

Sirs:

As a member of the Columbia University Inspection Project who studied the technical problem of detecting nuclear tests, I strongly disagree with Dr. Teller's claim that "such tests can be effectively hidden if appropriate care is taken to hide them."

One of the purposes of my study was to devise the minimal inspection scheme which could detect any violation of a test-ban agreement. The inspection system recommended in my report calls for about 25 U.N. monitoring stations uniformly distributed throughout the U.S.S.R. This plus a provision that U.N. inspectors be invited to all large chemical explosions should make it possible to detect all nuclear tests unless they are of such ultra low yield as to be in the class of World War II blockbusters.

JAY OREAR

Department of Physics
Columbia University
New York, N.Y.

• Tests can be hidden even if there are observation stations in Russia, according to Dr. Teller. "It is obviously improper," he states, "to enter into a complete public discussion on the question."—ED.

THE 'BOUNTY'S' LAST RELICS

Sirs:

Many thanks for recording the latest step in the *Bounty* saga ("The Bounty's Last Heels," *LIFE*, Feb. 10). I was particularly pleased with the comments about souvenir scarcity. In late 1943, as gunnery officer of the cruiser U.S.S. *Concord*, I bought my own particular souvenir from Parkin Christian. It was a model of the *Bounty*, made by him, and including part of one of the spikes from the original *Bounty*'s rudder. This he used to make the main boom. His asking price—and he would take no more—was \$10.

F. M. RONKAS

Baltimore, Md.

Sirs:

I noticed no mention of the fact that those people on Pitcairn Island are all Seventh-day Adventists.

ALICE RAY

Kansas City, Mo.

• In 1876 the islanders received a shipment of Seventh-day Adventist literature. Ten years later an Adventist missionary spent six weeks on the island. In November 1890 he returned with two elders of the church and the entire colony was baptized.—ED.

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AN OLD-TIME WINTER HITS NATION HARD

The U.S., long distracted by crises of man's own making, last week was staggered by the full power of man's oldest adversary—nature. The worst winter in 20 years crippled communications, isolated whole communities and brought death and damage to the eastern half of the country.

Vermont, where winter is always rugged, had more snow than ever before in its recorded history. Florida, where winter is usually balmy, was hit by snow and frosts which wiped out 80% of the vegetable crop and cut resort business by a fourth. In New York City the temperature stayed far below freezing for 11 straight days. Alabama had an unheard-of 15 inches of snow and in a North Carolina town the temperature dropped to 27 below.

Ever since the hoh lays the weather had been colder and snowier than usual. Then came the biggest storm of all, striking with unexpected fury because of freakish atmospheric conditions (pp. 20, 21), trapping people wherever they were. Helicopters brought food to isolated Pennsylvania farm families (opposite); tanks fought through to stranded Girl Scouts in Elkton, Md. The Pennsylvania Railroad had to send two trains to rescue diehard race fans stranded at Bowie track in Maryland. The railroads themselves suffered mightily. Nearly half the Pennsy's electric locomotives were short-circuited out of operation by the driving snow. Trains on other lines ran up to 20 hours late and many passengers switched to airlines, which recovered more quickly from storm disruptions.

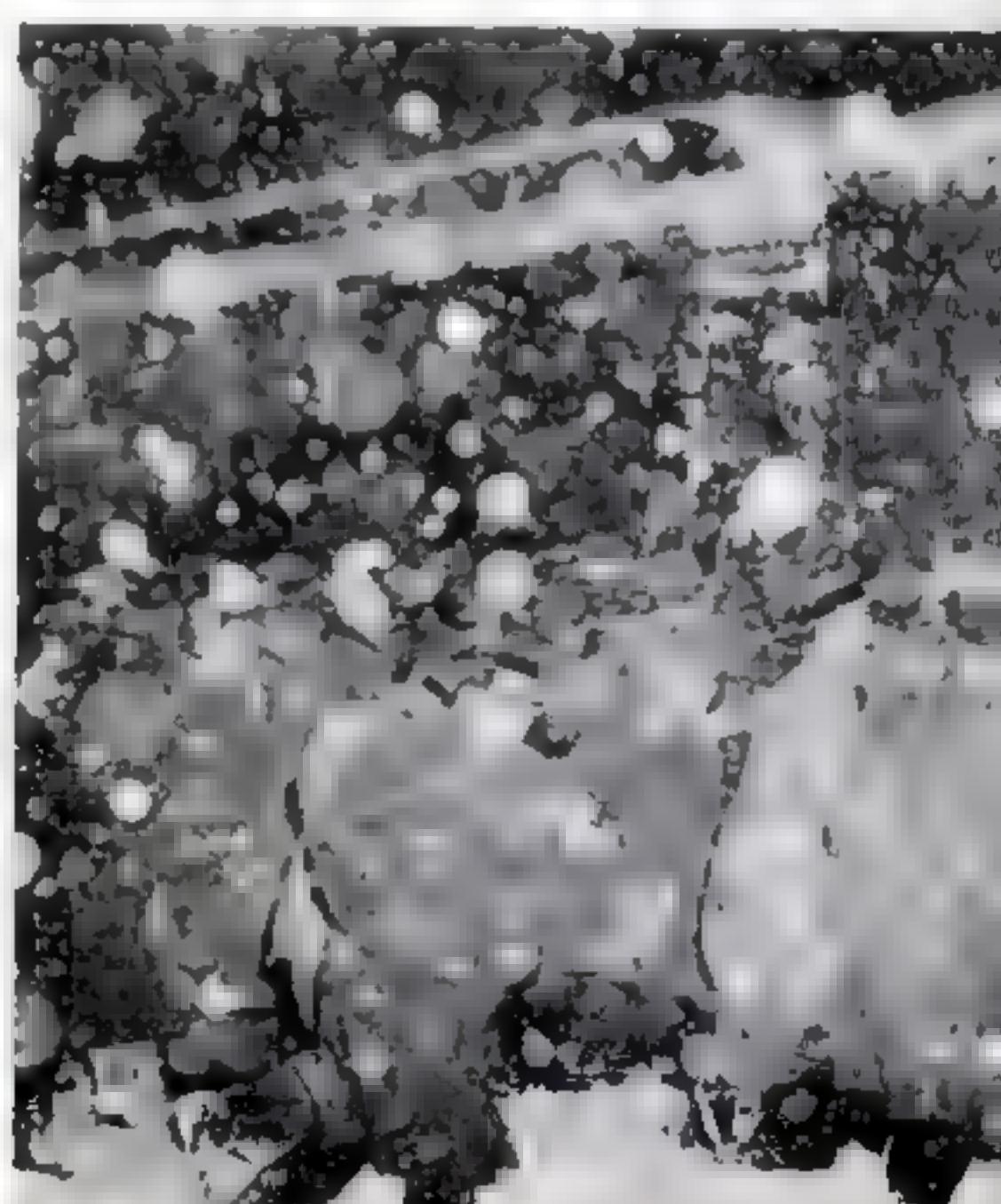
The wild winter brought pleasures to a few. Hundreds of schools were closed, leaving the small fry free to frolic (pp. 28, 29). It created scenes of chilling beauty, not always appreciated. People who had been nostalgically hoping for an old-fashioned winter now got one—and were reminded how terrible it could be: 250 deaths at least from the storms and incalculable damage and recovery costs.



CARRYING BAGS OF FOOD FOR TWO MAROONED FAMILIES, AN ARMY HELICOPTER CREWMAN

IN PENNSYLVANIA A FARMBOY WITH BURST APPENDIX IS CARRIED TO HELICOPTER FOR TRIP TO HOSPITAL

IN MARYLAND STRANDED RACING FANS WALK IN





FIGHTS THROUGH KNEE-DEEP SNOW IN WINDSWEPT FIELD NEAR LAKE ARIEL, PA. SIX FEET OF SNOW THAT FELL IN AREA WAS WIND-WHIPPED TO 30-FOOT DRIFTS

PELTING SNOW TO THE RESCUE TRAIN AT BOWIE



IN BOSTON MARY MURLEY (RIGHT) AND BRIDESMAIDS TACKLE DRIFTS ON WAY TO CHURCH. THEY MADE IT



AMID THE PERILS, FUN AND STORM'S TRICKS



LOFTY LEAP takes Barry Tucker, 10, of Ludlow, Vt., from dormer into the 10-foot snowbank below.

FROZEN PUZZLE confronts Robert Wosniak, 10, of West Allis, Wis. It was a teakettle set on an icle.



SNUGGLED IN SNOW, Kenny Toller, 4, (left), Barry Tucker, 10 (center), and Danny Kats, 10, (right), huddle in a snowdrift in West Allis, Wis.





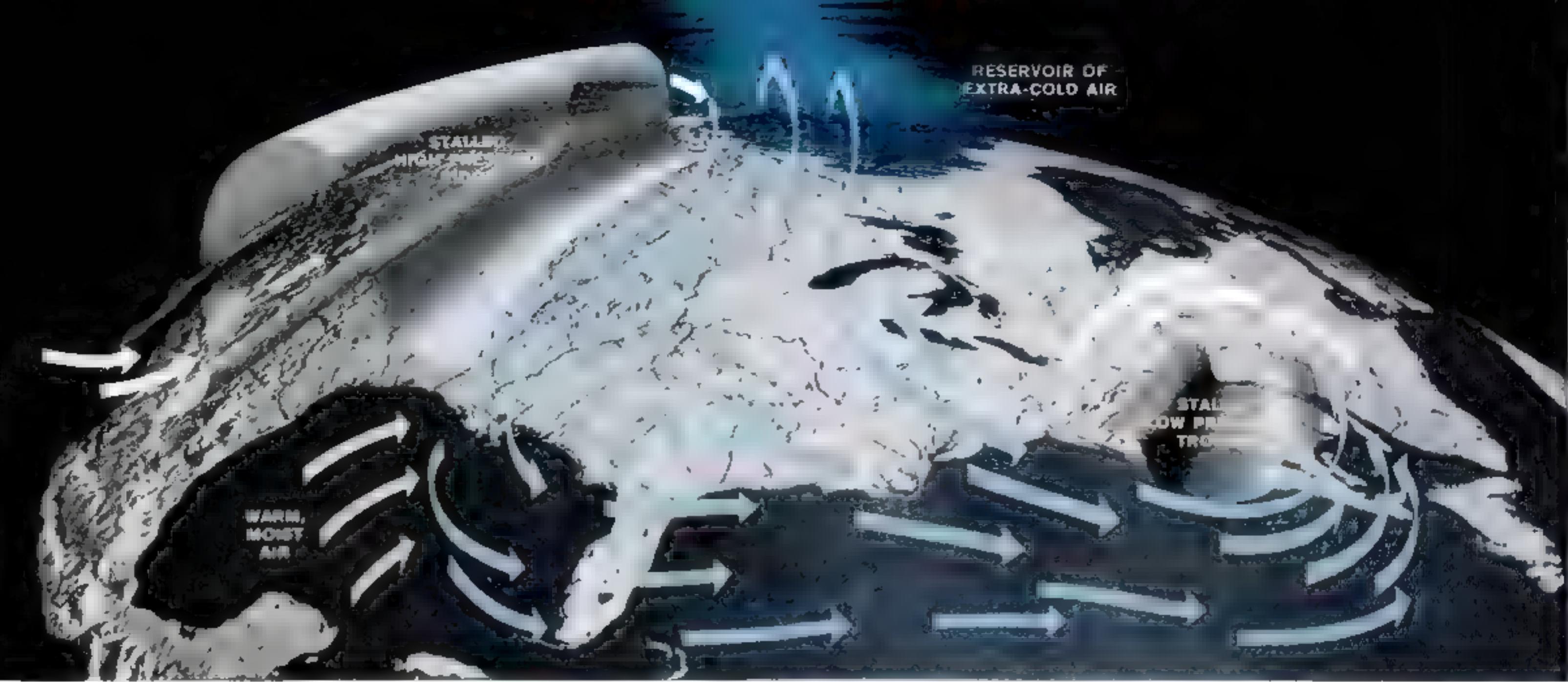
Buried in a cave dug in snowbank near their homes at La Plow, Vt. Snow on ground totaled 60 inches.



← **BOARD-STIFF BEDSPREAD** makes bulky armful for housewife Mitzi Parks of West Barrington. R. L.



SPANNING CREVASSE cut by a road-clearing bulldozer. Kenny Toffori leaps between 10-foot banks.



MAKING OF STORM involved three unusual elements: an extra-cold arctic air mass, a stalled high pressure area or "ridge" in west, a stalled low pressure area or "trough" in east. Cold air had built up

through absence in early winter of waves in high altitude "planetary" wind which normally pull cold air southeast at steady rate. When high and low systems developed and stalled, arctic air came south

with a rush. It met warm moist gulf air to produce snow as it flowed to low pressure area. White arrows are warm air, blue arrows cold. This general weather pattern has been repeated several times this winter.



FIGHTING FLORIDA FREEZE. Raymond Oliver lights an orchard oil burner to save the orange crop.



DYING OF EXPOSURE. a cow is tugged by Florida Rancher Charles Freeman in vain move to save her.

FREAK PATTERNS THAT PRODUCED STORMS AND

It was the frequent recurrence of three unusual atmospheric conditions (shown in diagram above) that had given the eastern U.S. its savage winter. In the north, the suddenness of the storms created the problems, stranding families with inadequate reserves of food and fuel. One upstate New York family, burning up its

chairs, was down to the last one before relief finally came. Days after the most recent storm had abated the East was still struggling to free its lines of transportation (pp. 22-23).

It was in the South that the storms were most damaging because they were least expected. Florida, which averages only one freeze





RESCUE IN INDIANA ends successfully as worker carries 15-month-old Betty Bruce to car at Michigan City airport. Betty and her family flew by helicopter from farm where they were stormbound three days.

BATTERING FOR SOUTH

every two years, has already had six. Only desperate measures with smudge pots (left) have held down the damage to the citrus crop. But the state's burgeoning cattle industry suffered thousands of losses to cold and starvation. The South had a human toll, too, of residents unaccustomed to biting cold and heavy snow.



◀ **FIRE IN ATLANTA** in bitter 6° weather leaves gutted warehouse, ramp and parking lot glazed with ice

DEATH IN ALABAMA took Alvie Potts, 63, as he fought through record snow to his house at Gurley.

TRAFFIC BLOCKED ON RIVER, RAIL AND ROAD



A RIVER REOPENED, the Hudson, which had been blocked to ships for three days, shows a narrow

channel down middle cut by icebreaker as it smashed through 10- to 15-inch thick ice at Poughkeepsie.



STORM-STALLED CARS sit on a road in snow-covered Maryland farm land four days after storm.





Some 1,500 cars were abandoned in this area alone, 1,700 more clogged streets in District of Columbia.

STUCK ON SIDINGS near Cresson, Pa. loaded coal cars are banked with snow. Track in foreground was

cleared to let relief train through with food, fuel for town of Patton, which had been sieved four days.



A LOOK AT

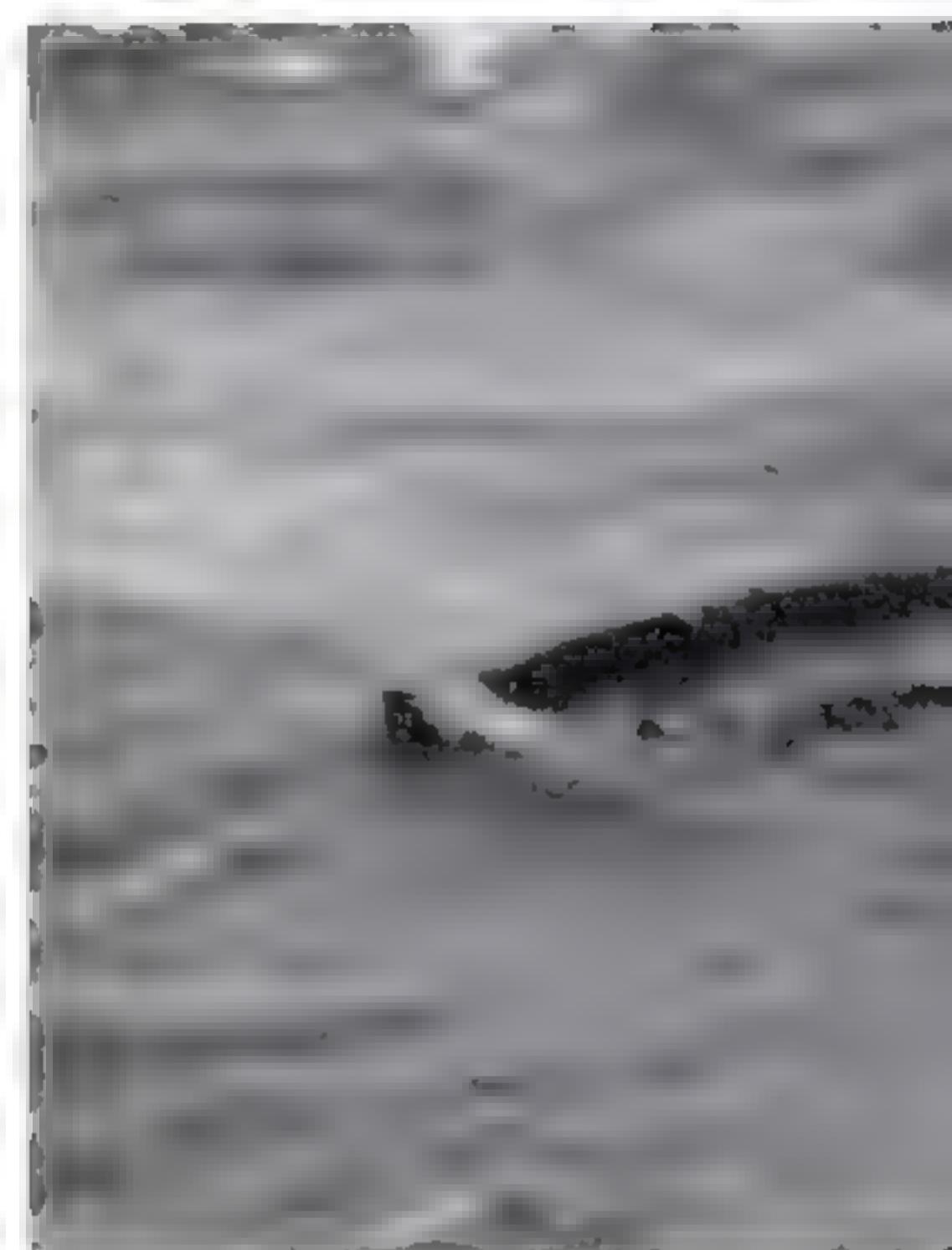


SMILES OVER CHURCHILL

Lady Churchill smiled as she walked with her husband's doctor, Lord Moran, on the Riviera. Sir Winston, 83, had pneumonia, creating a worldwide concern. But the great statesman and historian (whose last book is excerpted on pp. 58-76) rallied and seemed out of danger.

TENSION OVER TUNISIA

The entrance to the French naval base of Bizerte was blocked by Tunisians in jellabas as the Franco-Tunisian crisis following the Sakiет bombing (LIFE, Feb. 24) continued. Meanwhile U.S. trouble shooter Robert Murphy headed for Europe and Africa to try to settle it.



TWO MEN CLINGING TO LIFE AS 22 SHIPMATES DROWNED



BAD DAY FOR DAVE BECK

In Seattle bulbous Dave Beck, who had refused to tell a Senate committee what had become of more than \$300,000 in Teamsters funds, was sentenced to up to 15 years for stealing \$1,900 from his union. Still facing trial for tax evasion, he probably will serve three years.

BAD GRIP ON A SHOTGUN

Setting out in a surrey to hunt quail at former Treasury Secretary George Humphrey's Georgia farm, President Eisenhower flushed a covey of criticisms by the way he held his gun. With its muzzle in his hand the gun—unloaded—was pointed dangerously close to his head.

THE WORLD'S WEEK



As the icy Atlantic swelled up around them two Italian sailors clung to a swamped lifeboat. After their ship, the *Barcas*, started to sink

off Cape Lookout, N.C., all 27 on board put out in a lifeboat. A big wave upset the boat. Only five men, including the two here, were saved.



LIZ IN A HIGH HEM

Elizabeth Taylor was wearing the latest eye-catching creation of French high fashion as she stepped out to a big charity ball in Paris with her husband Michael Todd. Designed by Lanvin-Castillo, it was an ultrashort evening dress with a bow that trailed onto the floor.



HARRY IN HIGH SPIRITS

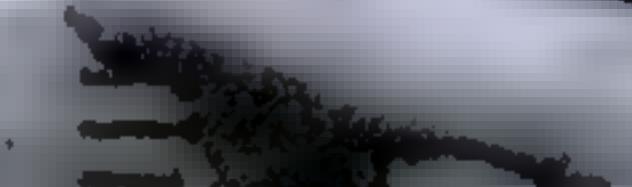
Harry Truman likes practically nothing better than coming to Washington for "a spasm," as he called it, at the Republicans. Shown with Bess, he entertained Democrats by roasting the Administration which, he said, "has acted like an overbearing banker with a glass eye."

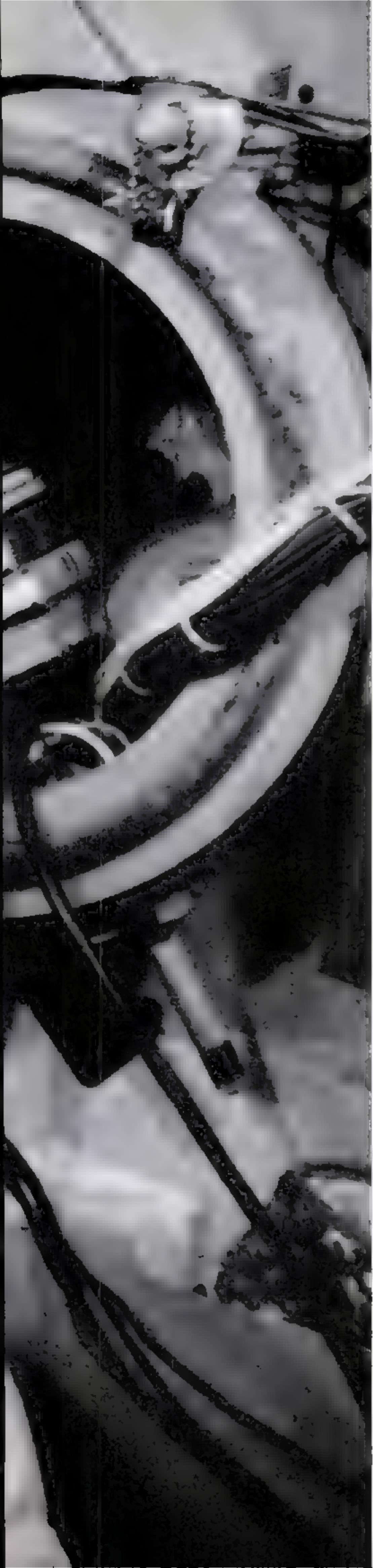


EMERGENCY USES
OF THE
PARACHUTE



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IN SPACE CHAMBER'S MIRROR FARRELL CHECKS TEETH TO MAKE SURE HE BRUSHED THEM THOROUGHLY

MAN ALONE IN HIS SPACE CAGE

An earthbound 168-hour 'flight' gives him no time to get bored

A man who once washed out as a pilot became an Air Force hero last week by flying into space — theoretically, anyway. These exclusive pictures are the first which clearly and intimately show Airman 1/c Donald G. Farrell of The Bronx during his week's confinement inside a space chamber at the School of Aviation Medicine in San Antonio. Although he never left the ground, he lived for 168 hours under many conditions he might encounter in space travel.

Farrell stayed in his space cage long enough to fly around the moon and come back. Sitting in his pilot's seat, he was never bored. He spent 13 hours a day working at assigned tasks and even found time for some unassigned reading (*left*). He slept six hours a day, using a sleep mask to shut out the bright lights necessary to take these photographs. There was a panic button which would have released him at any time, but he never did feel the urge to push it. He ate much more than usual but still lost four pounds.

Once out of his isolation Farrell became one of the least isolated men in the U.S. In New York City, besieged by scientists, doctors, senators, Air Force officers, newsmen, relatives and well-wishers, he said wearily, "One week in a space chamber was a lot easier than this."

INTERESTING DOCUMENT of prespace age occupies Farrell. It was first time he had read it through.

JOYFUL SURPRISE—girl friend Jo Ann Burden, flown in from Niagara Falls—greets Farrell on TV.



HOW TO SAVE THE RAILROADS

LET THEM SAVE THEMSELVES, AND SAVE US MONEY, BY SETTING THEIR OWN RATES

Last week's weather made thousands of Americans conscious of two facts they should have known anyway: (a) they are extremely dependent on the railroads; (b) the railroads are in pretty bad shape. The breakdown of passenger service was bad enough, but it is a mere symptom of the rails' real plight. That plight is not just an inconvenience but a danger to the whole U.S. economy.

At the current hearings in Washington before Senator Smathers' subcommittee, railroad men have testified that if there were another war, they simply could not handle the kind of increase in traffic which they handled so well in World War II. They ought to be spending about two billion a year on new plant and equipment; since the war they have averaged about one billion, and this year they can't raise even that. The earnings of most roads are utterly inadequate to attract the needed capital. President Symes of the Pennsylvania told the committee that in 42 years of railroading, he has "never seen the outlook for the rail lines so alarming as it is now."

The railroad men have presented a long list of petty grievances and makeshift reforms, some of which are also supported by truck spokesmen. For instance, the 3% tax on freight, applied during the war to discourage nonessential traffic, is still unrepealed. President Alpert of the New Haven, in despair at continuing losses on passenger and commuting traffic, wants a state subsidy, and Symes has a scheme for the government to buy his rolling stock and lease it back to him. But these remedies don't reach the guts of the railroad problem. Neither would it be solved by cutting the passenger losses, which the trucking industry spokesmen keep pointing to but which have been statistically exaggerated. The guts of the railroad problem are freight rates and regulation. That subject has now been opened up in the hearings—over screams from the trucking industry—and it reveals that the railroads' plight is not basically an economic plight at all.

A ton a mile for a penny

Except for highly specialized pipelines, the railroads are still far and away the most efficient of our land transport systems. Despite inflation, they can haul a ton a mile for about a penny (trucks: 5¢ and up) and their productivity in ton-miles per man-hour continues to improve by about 3% a year. They haul nearly half of the nation's intercity freight for about a third of its freight bill. Yet their share of the business has dropped from 65% to 48% in the last decade and is still dropping. This trend, fatal to an industry with such high fixed costs, is mainly the result of government regulation.

Unlike most of their competitors, the railroads have full control over *none* of the basic factors of their business: rates, costs or service. As Symes put it, "railroad pricing is regulated on the low side, costs are regulated on the high side, and services on the generous side." Yet the roads would still be capable of enormous profits, *at even lower rates*, if they were allowed to compete for all the freight they can carry more cheaply than their competitors can carry it.

The national villain in this absurd situation is the 71-year-old Interstate Commerce Commission and the various acts it administers. The ICC's philosophy of ratemaking holds that the bigger and more variegated our transportation system, the better. This philosophy prevents the railroads from using their strongest natural competitive weapon, which is making rates the trucks can't meet. The more versatile trucking

industry can accordingly take the traffic it wants, and then nimbly sidestep the railroads' chained efforts at reprisal. In case after case the ICC judges a railroad's rate application not by whether it is remunerative to the railroad, but by whether it is "competitively fair," i.e., whether the trucker can profitably meet it. The ICC is the friend of variety in transportation, but not of lowest possible costs or of maximum efficiency.

In 1955 a presidential advisory committee, headed by Sinclair Weeks, recommended changes in ICC rate policy which would have given the railroads more freedom in competitive ratemaking. The recommendations have been thoroughly discussed and not substantially refuted. But the ICC, the truckers and Congress have preferred things the way they are.

A new option for shippers

Numbed by years of regulation and also by fear of rate wars with each other, the railroads refuse to make the one proposal that would dramatize their problem. Well, we hereby make it for them: abolish the ICC altogether, at least as far as its ratemaking power is concerned.

The ICC is among the best staffed and highest minded of Washington's regulatory agencies. It has done much good work and it saved us from the railroads' greed in the days of their monopoly. What we suffer from now, however, is not their greed but their undernourishment, along with a certain managerial lassitude this produces. To be allowed, indeed forced, to compete with their full strength would be good for the railroads' management and service, as well as revenues and profits.

They would soon discover, for example, that low rates alone will not offset the attractions of truck flexibility to shippers, notably the attraction of lower inventory costs. The rails would accordingly be forced to improve their own flexibility by extending combined rates and service, which they have been slow to do. All forms of transport could benefit from the livelier competition launched by truly competitive rates. The shipper would retain his many present options, plus the one he is now denied: the cheapest rate at which he and the railroads can profitably get together.

Such a rate would doubtless drive many trucks from the highway and thereby reduce what the ICC calls competition. But when competition is so defined that nobody is ever allowed to win it, it can be just as wasteful as monopoly. To abolish ICC ratemaking altogether is admittedly an extreme suggestion. But the ICC's present powers result in an artificial allocation of freight markets which is costlier to the economy, as well as to the railroads, than a freely competitive allocation would be. And since the monopoly the ICC was created to curb can never return, the burden of proof now surely rests on those who would let it keep any ratemaking power at all.

Will it take another wave of railroad bankruptcies to get Congress to act? In their testimony last week, the truckers claimed that our transport industry is "sound and well rounded." Only a year ago ICC Commissioner Anthony Arpaia, in a speech defending ICC rate policies, called the railroads' prospects "brilliant." Such complacence is ridiculous. The railroads are being whittled away by undermaintenance and underinvestment. The restraints on them are costly, irrational and outmoded. This is 1958, not 1904. Surely we can spare the ICC more easily than we can spare a sound railroad system—especially when that system can be saved by liberating every form of transport to do whatever work it does best.

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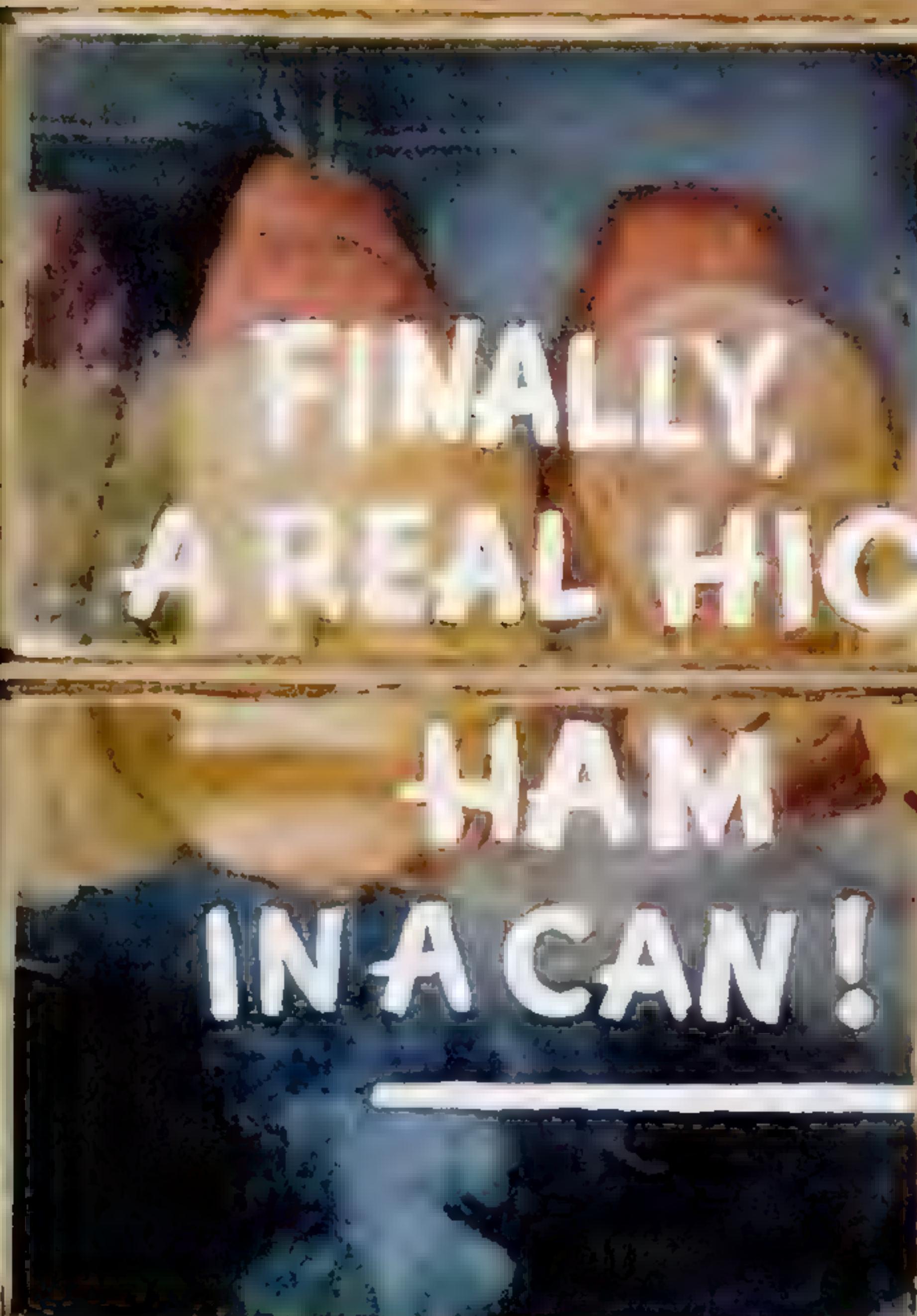
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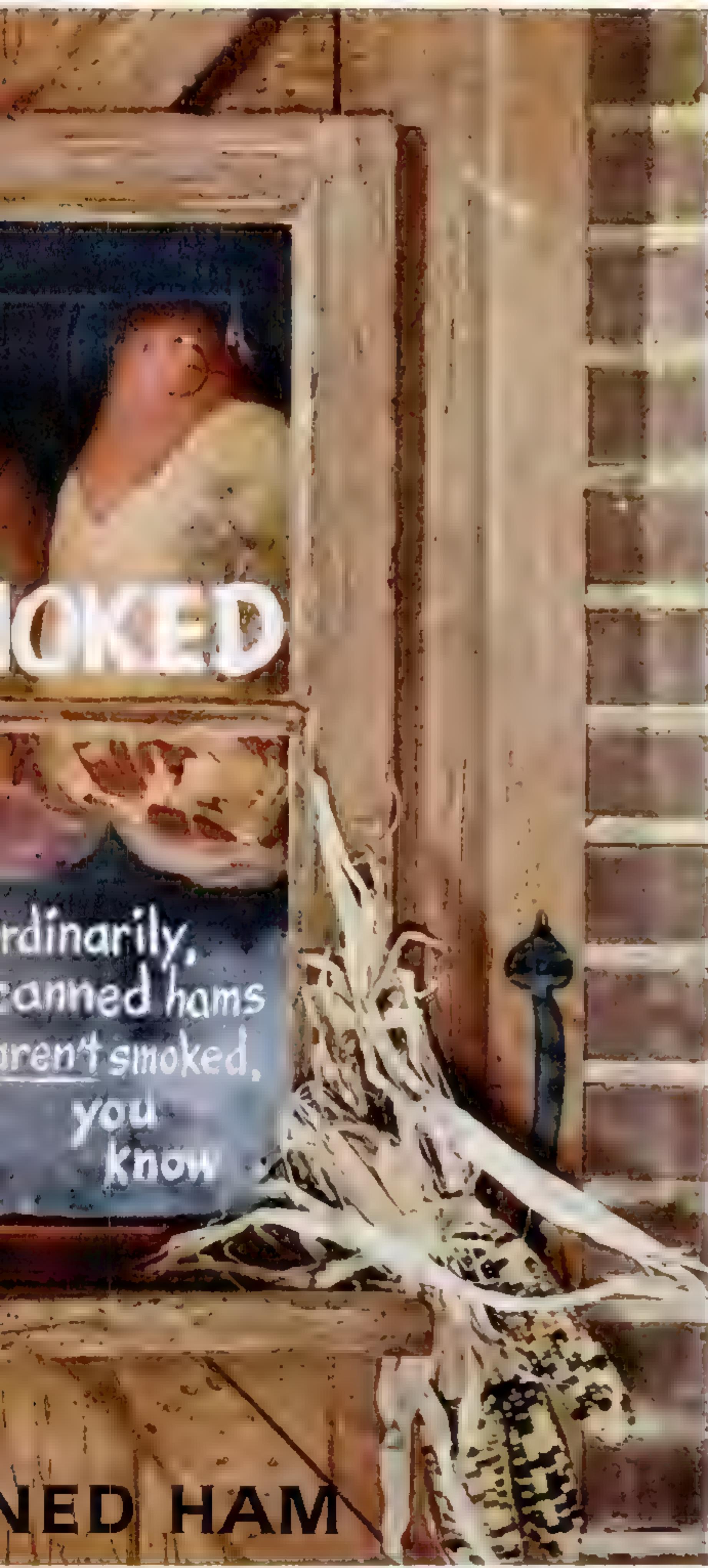
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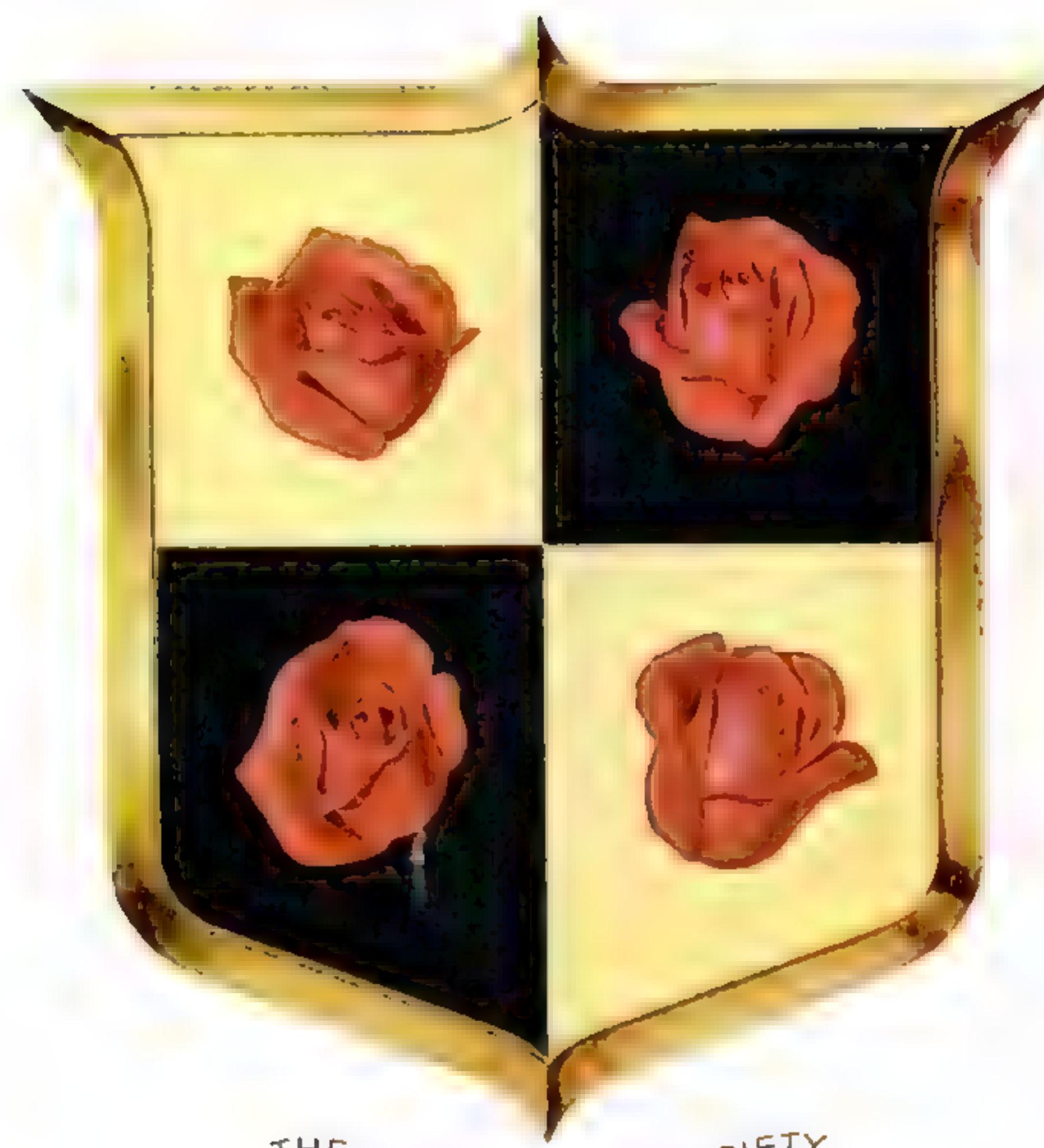
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Be it known that a society has been formed to promote good fellowship and the moderate enjoyment of the world's mellowest and most sociable whiskey. From this day forward, the most discriminating in all walks of life will assemble under this shield and call themselves the *Four Roses Society*.



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IN 1958 ILLINOIS STATE PAROLE BOARD SESSION THAT PAVED WAY FOR LEOPOLD'S RELEASE, POET CARL SANDBURG (RIGHT) PLEADS THE PRISONER'S CASE

THE CASE OF LEOPOLD'S PAROLE

A whole generation separates the two dramatic pleadings shown here, both involving Nathan Leopold Jr. Last week Leopold, his case for freedom won, was still the subject of controversy. When Leopold was sentenced to life in Illinois State Penitentiary for the "thrill" slaying of 14-year-old Bobby Franks, the judge recommended that he and his equally twisted colleague, Richard Loeb, never be paroled. Now, with Loeb long dead, Leopold was granted a parole. The pros and cons of the Leopold-Loeb case were in the public eye because of a best-selling novel and Broadway play, *Compulsion*, and there were many people

who disagreed on the decision—including members of the state parole board itself.

Poet Carl Sandburg (above) held that Leopold's good works in jail indicated that he was rehabilitated. Were Leopold turned down, as he had been two times before (LIFE, March 4, 1957), it was argued that many prisoners would lose the incentive to reform. But others worried along the lines of the *New York World Telegram and The Sun*, which editorialized: "Rehabilitation is only half the story; punishment is the other half. . . ." Anyway, Leopold would soon be free—marked as few men have been since Cain.



IN PRISON Leopold, now 53, still has up to a month to wait for his release.

IN 1924 COURTROOM CLARENCE DARROW PLEADS FOR LEOPOLD'S LIFE. LEOPOLD AND LOEB ARE YOUTHS DIRECTLY BEHIND DARROW, EACH WITH CHIN IN HAND





*maidenform**

FRIS-KEE*

Imagine... a Maidenform girdle! And it's new from start to stretch! New look. Fris-Kee seems small in the package, but it stretches up-and-down to hug every curve you own! New fabric. It's light, fantastic elastic that slims you as no girdle ever did before! New design. It's dipped at the waist so it can't push up a roll... front-panelled for profile perfection! And the comfort is new... really new. Fris-Kee feels like next-to-nothing on! Available in white, black, blue and pink. Pantie or girdle style, - S, M, L, 6.50

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Leopold's Parole CONTINUED

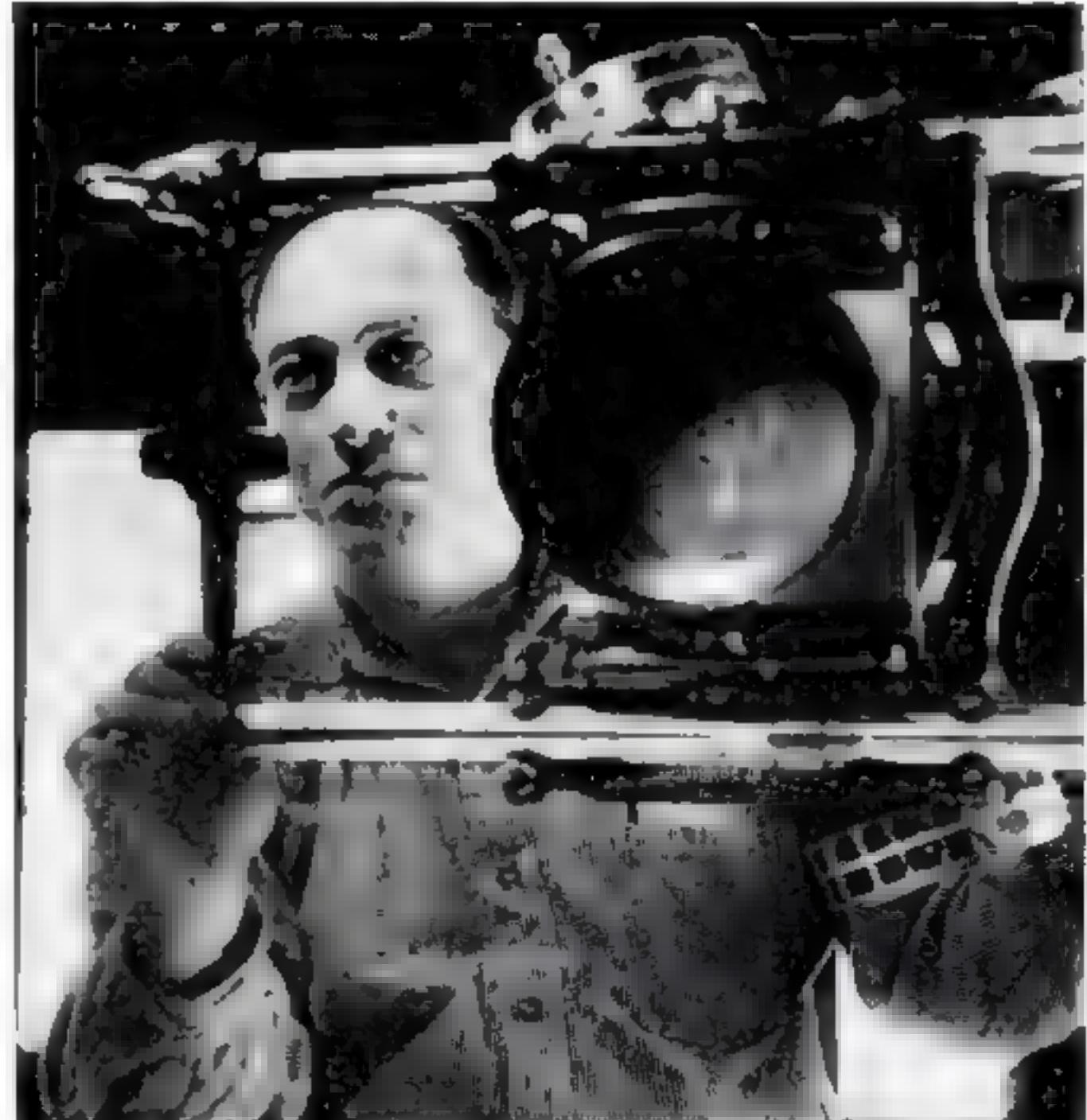
A MAN SHOWING HIS GOODWILL



OFFERING EYE to eye bank after his death, Leopold is examined in 1946. He got 397 convicts to join in offer. Plan founedered on legal technicalities.



DONATING BLOOD. Leopold has arm prepared while Warden Joseph Rogen looks on. Leopold was also guinea pig for malaria tests, caught the disease.



WORKING IN X-RAY LAB was Leopold's prison task for 14 years. He begged parole board: "... show me the mercy I did not show. Give me a chance . . ."



BUY OF THE
MONTH

reg. \$19⁹⁵

NOW

\$14^{95*}

Never before... General Electric Automatic Coffee Maker at this amazing low price!

Enjoy delicious coffee every time, every day

Brew **3** cups for breakfast



or **9** cups for a party



Now—for a limited time only—you can save \$5 and get an automatic, truly practical coffee maker!

Designed for everyday use, it lets you brew coffee the easy automatic way all the time. Not only when you entertain, but for every meal—breakfast, lunch, dinner.

That's because the General Electric Coffee Maker brews 3 cups as perfectly as 9. You don't have to make a whole potful to get rich, full-bodied flavor.

And it's so easy, so quick! *There's no watching, no timing!* Just set the control for the exact strength you prefer. The coffee brews . . . stops perking . . . stays piping hot until you serve it. 3 cups are ready in five minutes, 9 cups in less than fifteen.

It's easy to clean, too. So visit your General Electric dealer this very week. For yourself, for gifts, this is a *bargain!*

General Electric Company, Portable Appliance Dept.,
Bridgeport 2, Connecticut.

*Manufacturer's recommended retail or Fair Trade price.

Progress Is Our Most Important Product

GENERAL **ELECTRIC**

In the interest of safer night driving
General Motors announces this

\$100,000

AIM
TO LIVE

CONTEST

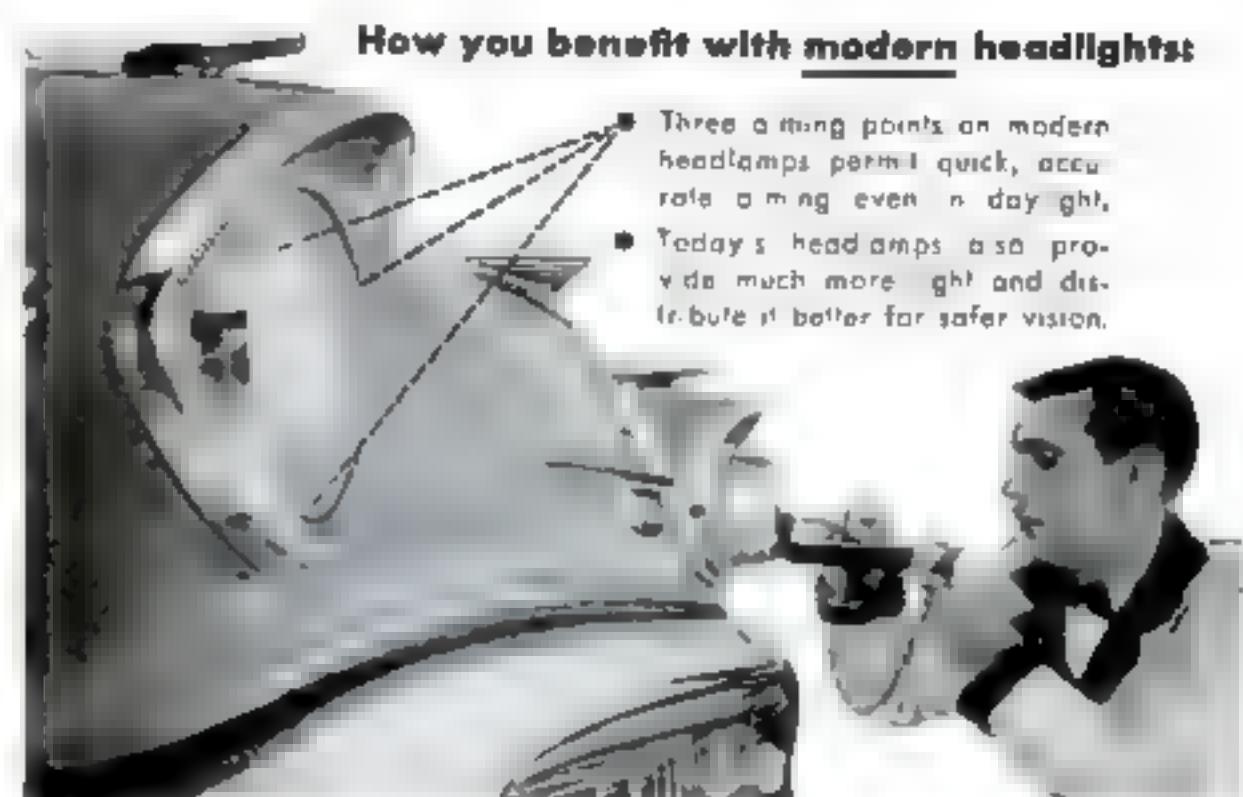
READ these facts about your headlights . . . they are vital to your safety after dark . . . and this information may help you win!

If you drive at night, you should know these facts: 1. *Three times as many fatal accidents occur after dark, in proportion to mileage driven.* 2. *More than half of all cars on the road today have headlights that are not aimed properly.* 3. *Up to 80% of the light needed for safe driving is lost when headlights are aimed too low, too high or off side.*

These are the major problems of night driving. And here's what you and every other responsible motorist can do to help correct them:

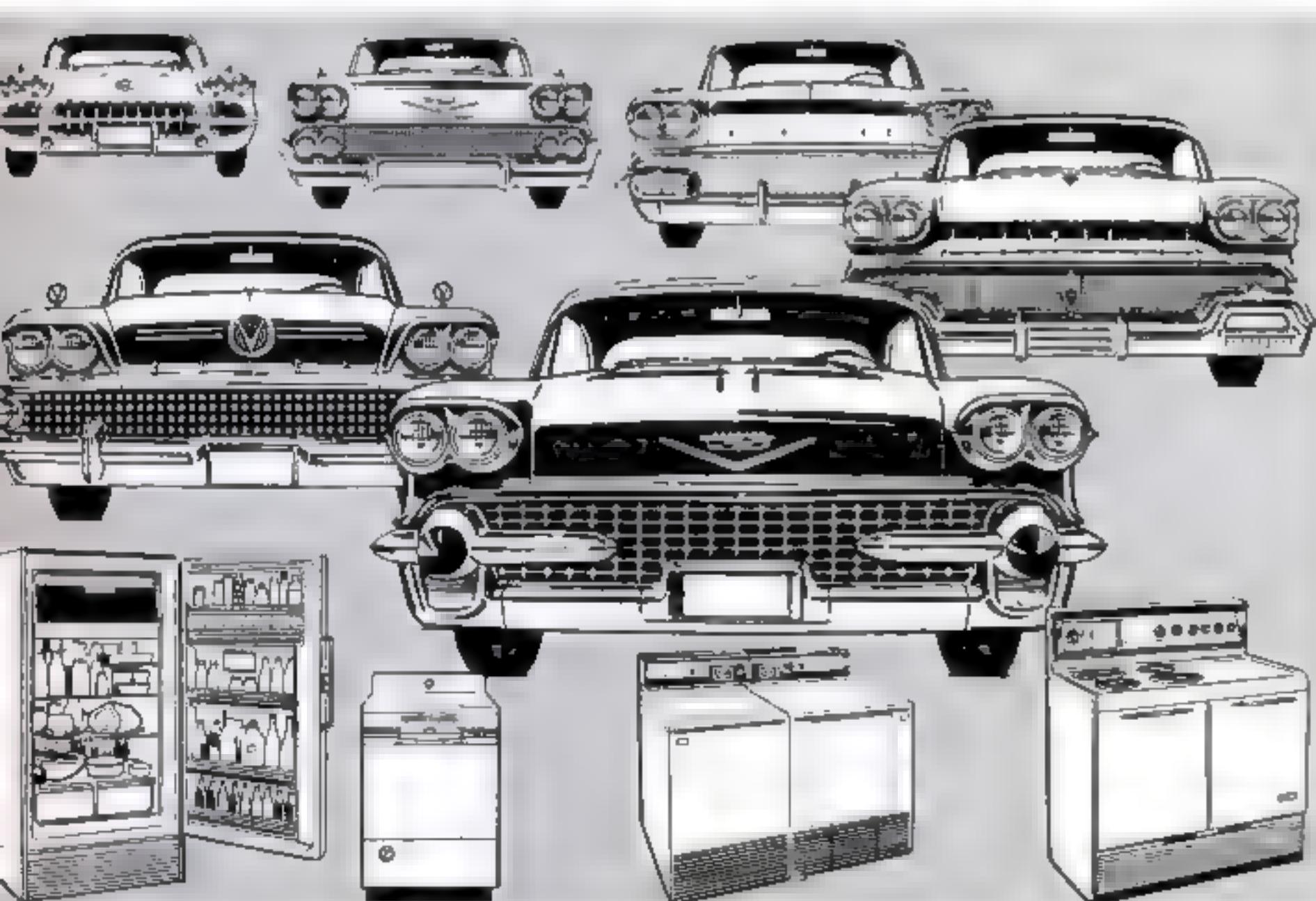
1. Reduce speed after dark. Never outdrive your headlights.
2. Exercise greater caution and courtesy—especially by *dimming your lights whenever you meet a car.*
3. Have your headlights *aimed regularly*, at least twice a year. Although headlights are aimed when a new car is delivered, impacts, bumps and normal settling of springs can cause misalignment. And a fraction of an inch of error at the lens throws your headlights many, many FEET "off the beam" down the road ahead.
4. Be sure you have the *most and best light available for your car.* The revolutionary new kind of headlamps used on all 1957 cars, all 1958 four-headlight cars and for all replacements today, provides much more light in a far better pattern. Moreover, the three aiming points on the lenses permit quick, accurate adjustment with mechanical aimers.

Use this information to help you write a winning night-driving safety slogan. And start doing your part to increase night-driving safety by having your headlights checked and aimed when you pick up your entry blank at your General Motors dealer or service station or garage displaying the AIM TO LIVE sign.



Modern headlights can be aimed right—day or night—in minutes at your General Motors dealer or wherever you see the AIM TO LIVE sign.

WRITE a night-driving safety slogan—win one of 16 luxurious General Motors Cars or one of 100 fine Frigidaire appliances



ENTER NOW—IT'S EASY!

1. Carefully read the above facts about night-driving safety.
2. Pick up an official entry blank and contest rules at your General Motors dealer, or any garage or service station displaying this AIM TO LIVE sign.



3. Write your night-driving safety slogan in ten words or less in the space provided on the entry blank.
4. Mail your entry to the address shown on the blank.

Slogans like . . . "Don't outdrive your lights—reduce speed at night" or "Aim your headlights right—don't be short-sighted after dark" . . . may make you the winner of a beautiful 1958 General Motors car or one of 100 valuable Frigidaire appliances. Enter today—contest closes April 30th, 1958 and winners will be announced on or before June 15, 1958.

Contest subject to all federal, state and local laws and regulations



sponsored in the interest of greater highway safety by . . .



General Motors



ST. LAURENT'S FAVORITE DESIGNS, worn by all 13 of the Dior models, are shown with the young designer in front of a balcony at the House of Dior. Top row, left to right: short evening dress in new trapeze style, made of layers of navy and white organdy, gray and white check wool suit, two-piece red dress with pleated skirt, navy suit with blue owl-neck blouse, belted white embroidered crepe dress. Standing, bottom row: are navy street dress with

lub front, blue and black print chemise, pale blue satin high-waisted evening gown with matching side-spangled white net trapeze-style evening dress, the last formal gown of the collection, pink ball gown w/ wide skirt and flowing back, turquoise evening gown with fitted front, loose back - back trapeze dress, fitted through bosom, then flared to hem line. In the center, a typical Dior ball gown, strapless full-skirted blue tulle covered with glittering embroidery.



SEXIEST DRESS by St. Laurent and most daring of recent Paris collections is this plunge-neck

black cocktail gown. Its low neckline is kept in place by corseting which is part of gown's construction.

Dior's Heir Flies High with Help of Trapeze

The spring fashion showings in Paris settled two hotly debated questions. The chemise, with infinite variations, was here to stay. And the young man chosen to head the House of Dior after the death of the famous designer last fall was a spectacular success: 21-year-old Yves St. Laurent (*opposite page*) produced a collection firmly and brilliantly in the Dior tradition. The hit of the season was his own version of the waistless dress, the trapeze line (*right*), based on the flaring shape of a trapezoid and standing jauntily away from the body.

How this shy, unknown young man took over the biggest job in Paris couture was cabled from Paris by LIFE's Anne Chamberlin:

The day last November when it was announced that the creative responsibility of the House of Dior was about to fall on the narrow shoulders of Yves Mathieu St. Laurent, the gentleman in question looked as though he had been crushed by a large rock. As he drifted vaguely through the showrooms, his only attachment to reality seemed to be a firm grip on his right wrist by stately, composed Mme. Raymonde, the mother superior of the staff of Dior.

Shaken or not, St. Laurent had to face the business of preparing this year's spring collection. He took two weeks off, returned to Paris and handed Mme. Raymonde 800 drawings with the air of a conscientious schoolboy turning in his homework. "When I first looked at them," Mme. Raymonde says now, "I had a strange

feeling—so many of them were like Dior's."

From the beginning St. Laurent's drawings had often been confused with Dior's. Coming to Paris 3½ years ago, he won first prize in a design contest and caught the attention of Christian Dior. Not only did the style of St. Laurent's drawings have an uncanny resemblance to Dior's, but one of the dresses was almost identical to a dress already in the Dior workrooms. Hired by Dior, St. Laurent almost at once became the fair-haired boy, was given more and more responsibility, and worked closely with Dior on his last four showings.

As he got down to work on this spring's collection, an associate had doubts about St. Laurent's ability to survive: "Every day he looks a shade paler and a few pounds thinner. At this rate he may vanish completely before the collection is finished." But he developed an air of authority. At the dress rehearsal for the collection, Mme. Bricard, the firm's authority on accessories, to whom even Dior himself sometimes knuckled under, held out for a certain distribution of diamonds on a dress. St. Laurent said courteously, "No, madame, I think it is better the way it is now." The result justified him. The collection was greeted with a surge of feeling scarcely in evidence since the taxi-cab army saved the Battle of the Marne. And inside the House of Dior there is now a noticeable change. The staff has suddenly stopped calling the designer "Monsieur Yves" and has begun calling him "Monsieur St. Laurent."

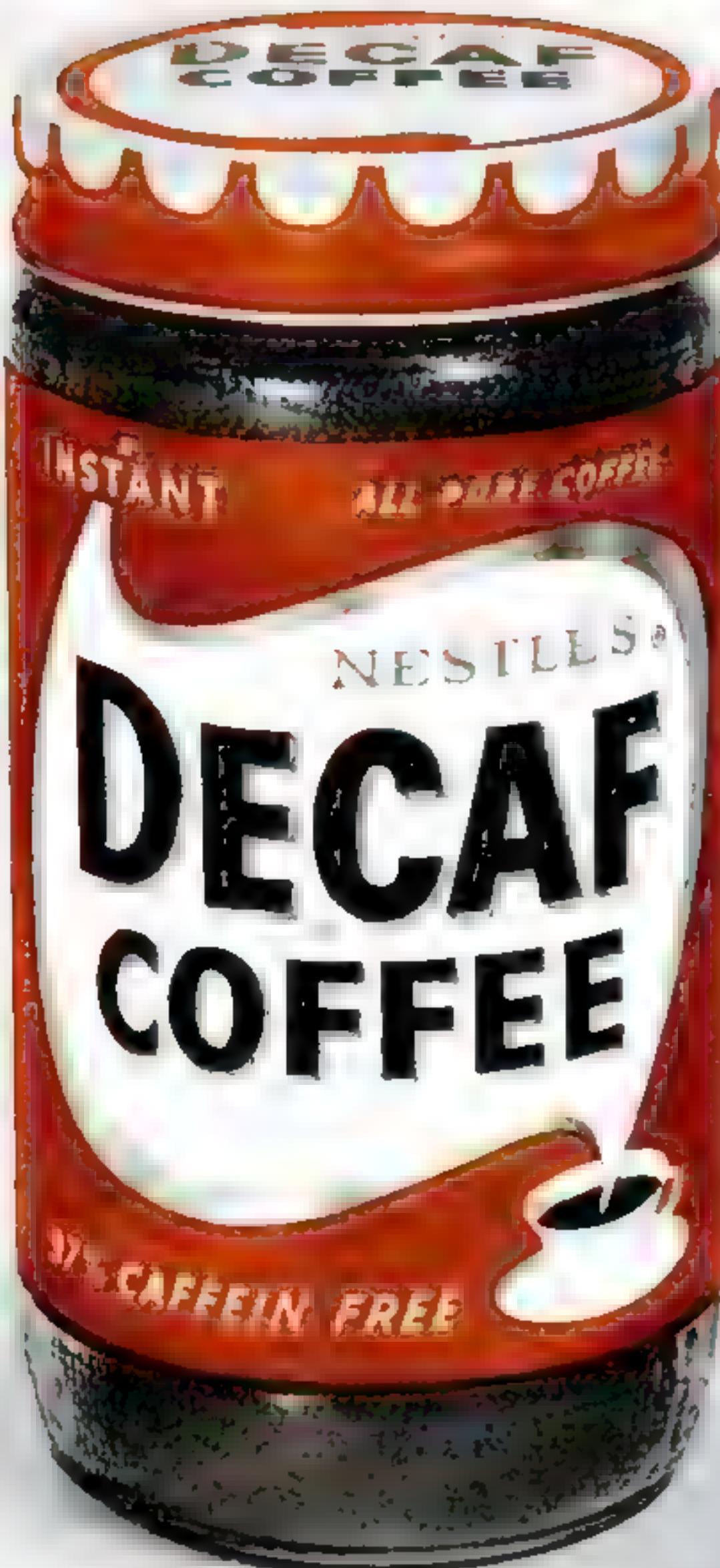
FASHION



TRAPEZE DRESS was St. Laurent's biggest success. This gray wool outfit for streetwear is lined entirely with layers of organza and is worn with stiffened petticoats that hold it away from the body.

OTHER PARIS SUCCESSES

NEW!



The feel wonderful coffee
all wonderful taste, no disagreeable caffeine.

Makes you feel wonderful, all the time wonderful. Processed a new modern way, without disagreeable caffeine. Tastes wonderful, smooth, clean. Never bitter. No disagreeable caffeine. Sleep? Naturally. Decaf is coffee the way coffee always should have been. Fills your cup with all the goodness that's in the coffee bean without disagreeable caffeine. You try it! Now! In this smart new red and gold jar. Get Decaf from your grocer today.

Nestle's® Decaf® Instant Coffee. 97% caffeine free. ©1968 THE NESTLE COMPANY, INC.



HAREM COAT, made in fuzzy mohair by Designer Pierre Cardin, brought to streetwear the puffed hemline currently very popular for evening dresses.



CHEMISE DRESS by Guy Laroche is of rose and beige tweed with a rose wool bib. Like almost all of the new styles, the skirt ends just at the knee.



When you have the time . . . will you have the money?

How often have you thought about the things you would like to do . . . if you had the *time* and the *money*? Perhaps you would like to travel, catch up on your fishing or gardening, or do any number of things you've never had time to do, such as taking part in civic or other activities.

Today, your chances of living to enjoy a lengthy and vigorous retirement are better than ever before. What is more, they are improving every day, thanks to modern medical science. So it is highly probable that you will have the *time*.

But the big question is: *will you have the money*? The time to start planning for adequate retirement income to meet your needs,

hopes and ambitions during sunset years is *now*.

The first step in such a plan is to figure out, from your present life insurance, pension plans, investments and Social Security, how much income you will have.

Metropolitan Representatives are trained and equipped to help you compute that figure. They will show you step-by-step how you can supplement it to provide more adequate financial security during your retirement years.

For example, a Metropolitan Field-man will be pleased to explain how you can add an extra \$100, \$200 or more each month to your income after you retire with a custom-

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Of course, such a plan has life insurance provisions to give added protection for your family *now* . . . and it is always comforting to know that the cash and loan values in a Metropolitan retirement plan can be used for unforeseen contingencies.

The sooner you start on a sound retirement program the better . . . and the lower the premium. Call your Metropolitan Representative today, and give him a chance to show that . . .

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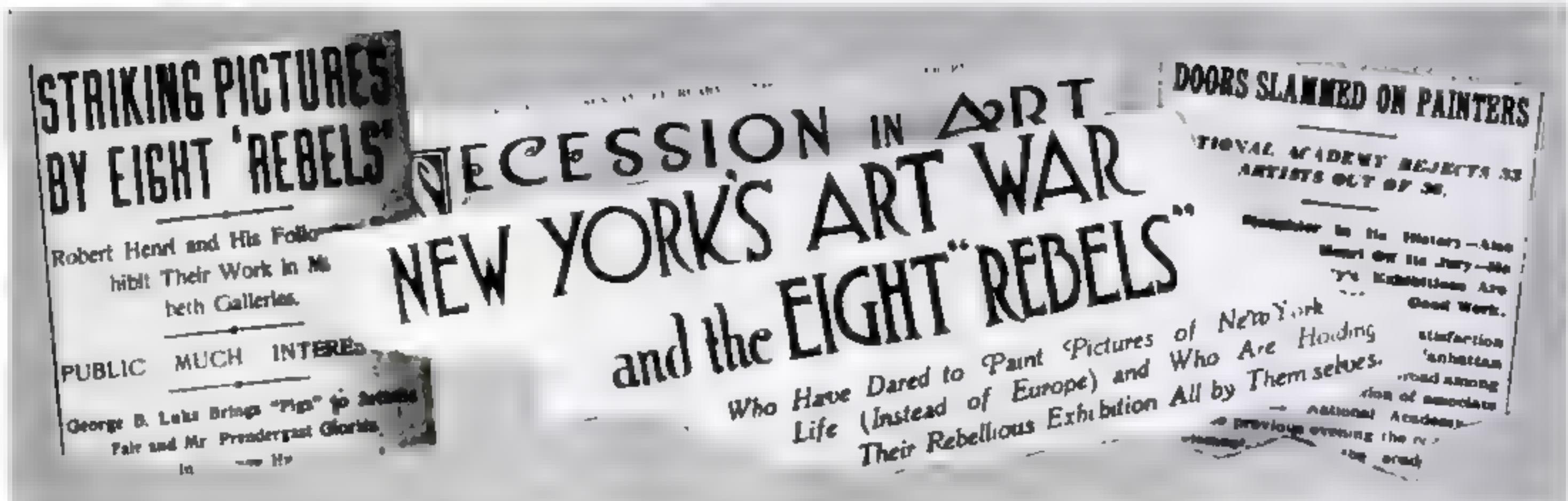
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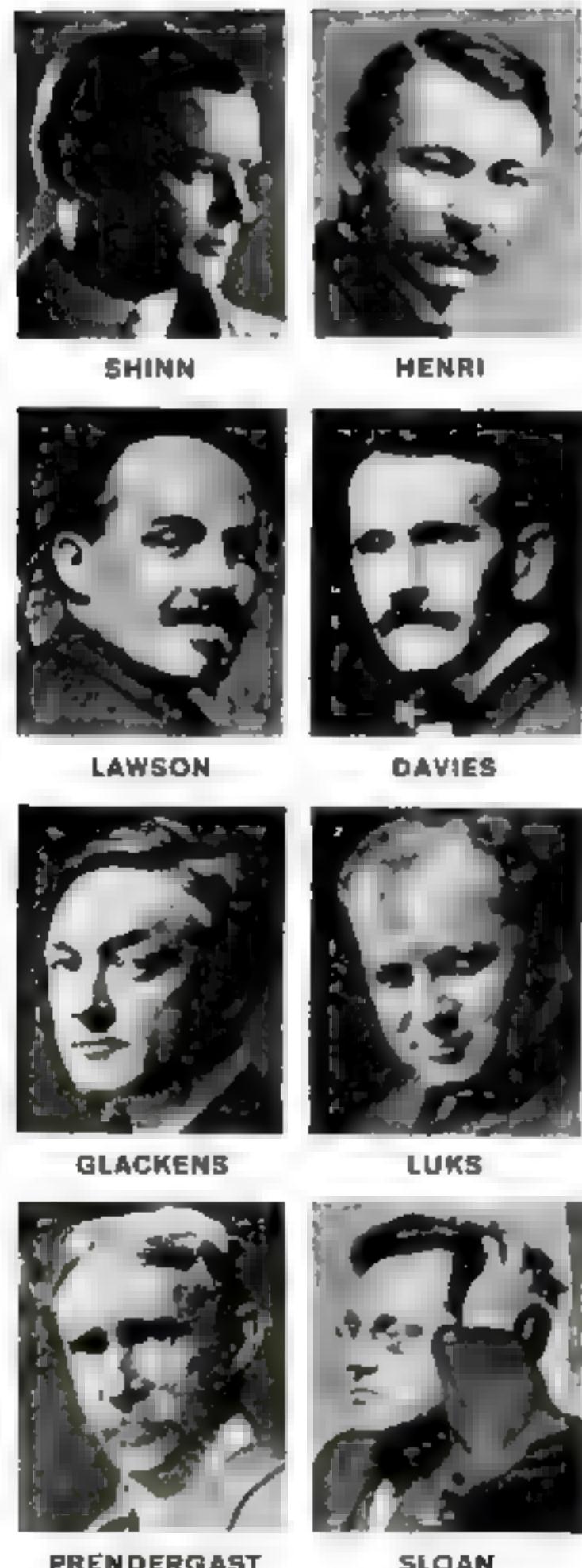


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CONTEMPORARY HEADLINES REFLECTED THE SENSATION "THE EIGHT" CREATED BY DEFIANT SHOWING OF PAINTINGS ON COMMONPLACE AMERICAN SUBJECTS

The 'Eight' Who Made Revolution in U.S. Art



THE COUNTRY MARKS 'ASHCAN' ANNIVERSARY

Half a century ago this winter eight American painters held a show that was instantly recognized for the revolution it was (*above*). Their showing was a declaration of independence, avowing their right to forswear the formal nudes and innocuous landscapes favored by the powerful National Academy of Design and to concentrate on everyday American life. The Eight's unblinking depiction of U.S. life later won them another label, "The Ashcan School." This winter a flurry of shows is honoring the 50th anniversary of the Eight's defiant exhibition.

The Eight were no tight-knit clique and their approaches varied from the slice-of-life realism of John Sloan to the mystical scenes of Arthur B. Davies (*next page*). What unified them were their unquestioned American interests and, at the beginning, their leader, Robert Henri. Henri, son of a

professional gambler, had studied in Paris before teaching in Philadelphia. Sloan, George Luks, Everett Shinn and William Glackens were newspaper artists who sketched news events by day and talked art with Henri by night. The five moved to New York, there meeting the other three: Davies, Maurice Prendergast and Ernest Lawson. They were a lively group, given to evenings on the town and a robust celebration of city life. "Forget art," cried Henri; "paint what interests you." So they did, finding inspiration in the Bruegel-like clusters at a skating rink, the clutter of a city yard.

Their show in New York was a great popular success. Everett Shinn—who died, the last of the Eight, in 1953—recalled that when they came on the scene "art was only an adjunct of the plush and cut glass." After the Eight, it was never that again.



LIVELY ARTISTS met in John Sloan's Philadelphia studio to watch George Luks (left) in bare-knuckle fight. Sloan, Everett Shinn stand second, third from left in photograph taken about 1895.



SLOAN'S STREET SCENE records a snatch of city life he observed on one of his prowls through New York. Going up Sixth Avenue to Henri's studio in 1907 he came on a group watching a woman having

her hair bleached. A few days later he produced the *Hairdresser's Window* (above). Exhibited in the 1908 show, it was described by a critic as "a mere caricature of city life but a good and vivid one."



MRS. AND MRS. M. ROTANIKIN

GLACKENS' OUTING at a New York City roller skating rink in 1906 sent him home black and blue and provoked the painting above. Such sportive outings to parks, beaches and race tracks were favorite subjects of Glackens but his spirited, suggestive method of portraying them was not generally appreciated at the 1908 show where he was said to lack "any sense of arrangement."



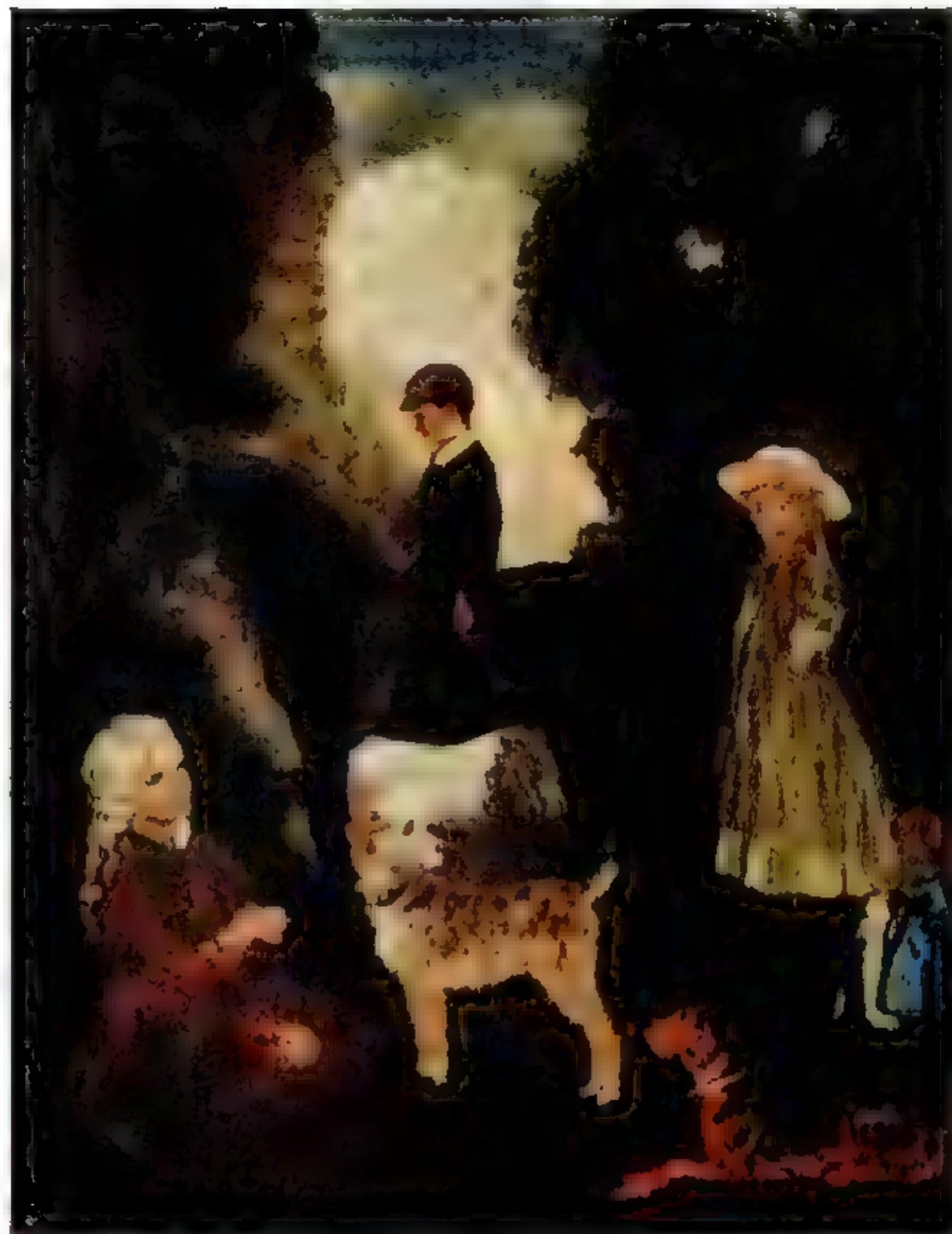
MRS. HADDON HARRIS

LAWSON'S LANDSCAPE, *Spring* (left), presents the Hudson River area which was most suited to his taste and art. Like the impressionists whose work he had come to know in Paris, Lawson liked to explore the world of nature outside the city and to capture its subtle moods in broken strokes of variegated hues. His landscapes were admired by 1908 critics who described them as "marvelous pieces of color."

THE EIGHT

CONTINUED

DAVIES' DREAM WORLD, poetic product of his imagination, ignored the realistic life which engrossed most of the Eight. Under the influence of Renaissance art, he created pastoral idylls and images of innocent childhood like the one at right painted in 1905. In 1908 his works were labeled "clumsy," but Sloan declared, "They are beautiful even if you do not grasp the meaning."



PHILLIPS GALLERY WASHINGTON, D.C.



MRS. AND MRS. ARTHUR G. ALTSCHUL

PRENDERGAST'S PARK is enlivened with gaily dressed strollers whom he relished sketching. Though the artist lived around Boston until 1914, he often went to New York City to visit Central Park and gather material for paintings like *Under the Trees, No. 2* (right). In 1908 Prendergast was the laughingstock of the exhibition where his "crazy quilt paintings" were referred to as "unadulterated artist slop."

THE EIGHT CONTINUED

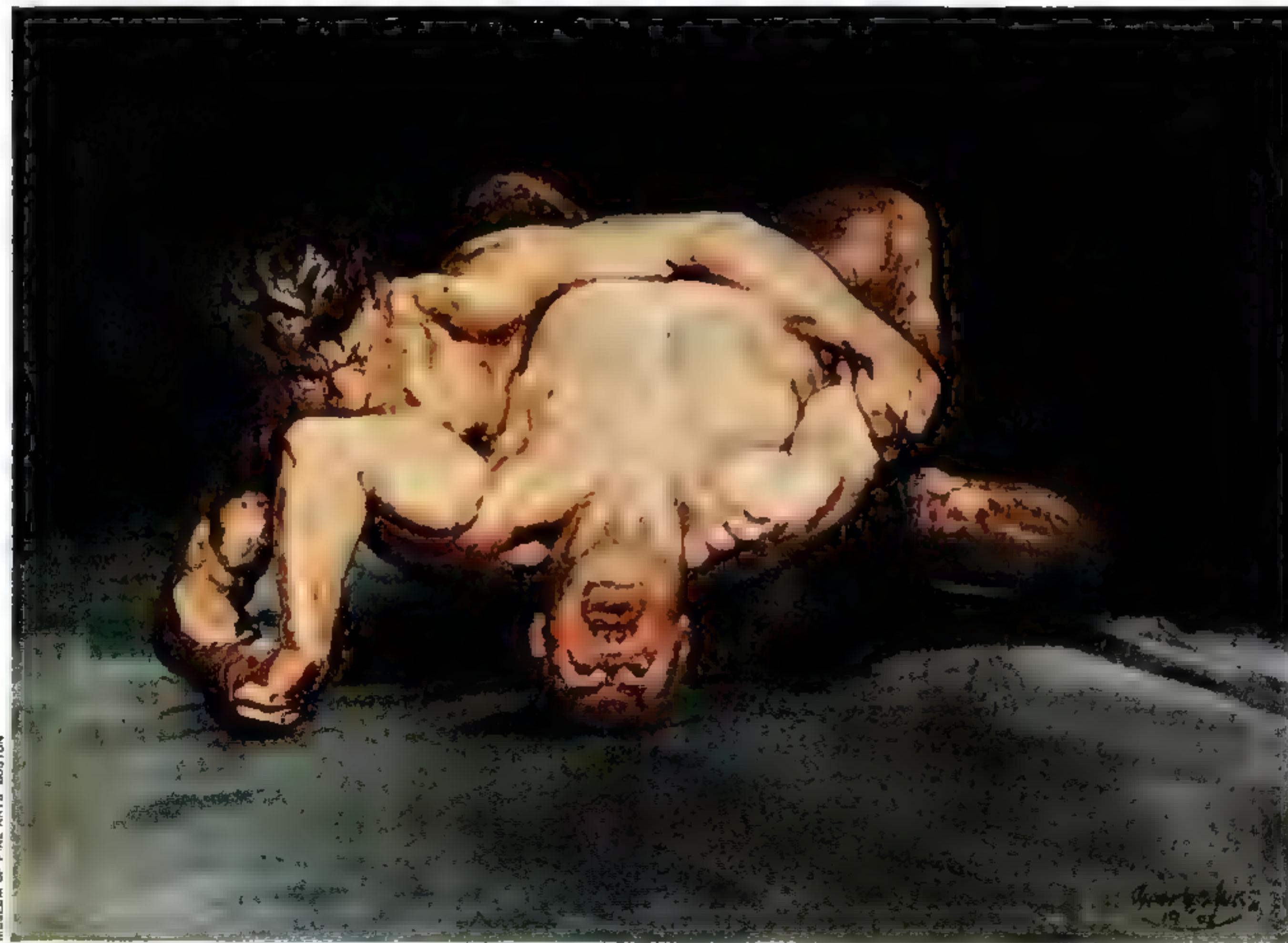


WICHITA ART MUSEUM

HENRI'S SITTER, Eva Green (left), was one of the many children whom the childless artist doted on painting. He also called in people around his 57th Street neighborhood to act as sitters and with quick brushstrokes tried to catch "the living instant" in their expressions. Such portraits were the hit of the 1908 exhibition and one of them was sold.

SHINN'S BACKYARD was always under the artist's eye as he worked in his studio on Waverly Place. In the winter of 1903 he painted the snowy scene (right) while his cook was hanging out the wash. One 1908 critic called Shinn's art "clever and saucy," another scored its "vulgar point of view." But Shinn managed to sell one picture in the exhibit.

LUKS'S WRESTLERS were for the painter choice subjects. An amateur boxer and, in his own words, "the best barroom fighter in America," he was a habitual of boxing and wrestling bouts and recorded the events in paintings like the one below. This was done in 1905 to shock what he called the "pink-and-white idiots" of the Academy. But for the 1908 show he relied on pictures of pigs and shabby old ladies to stir up the spectators.



MUSEUM OF FINE ARTS BOSTON





EVERETT STINN 1905

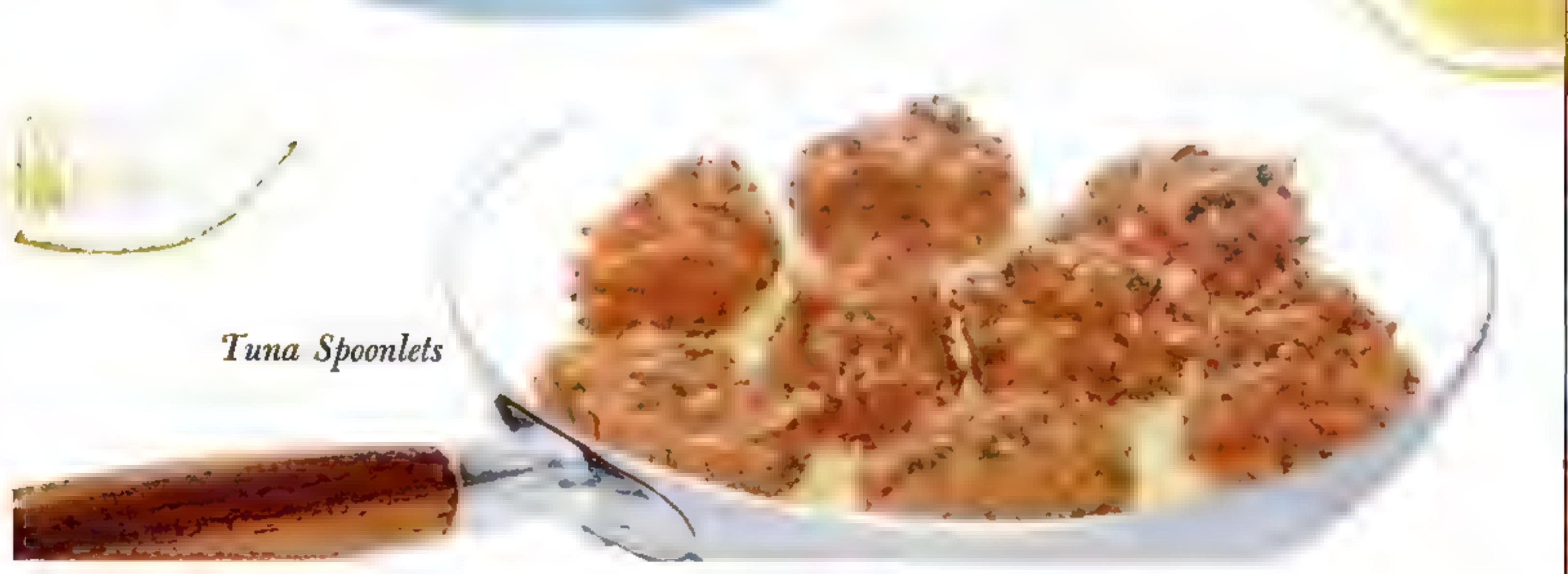
Show off tonight with a quick



Sweet-Sour Shrimp



Fish Pepper Rings



Tuna Spoonlets

Seafood Skillet Supper

Fish Parmesan

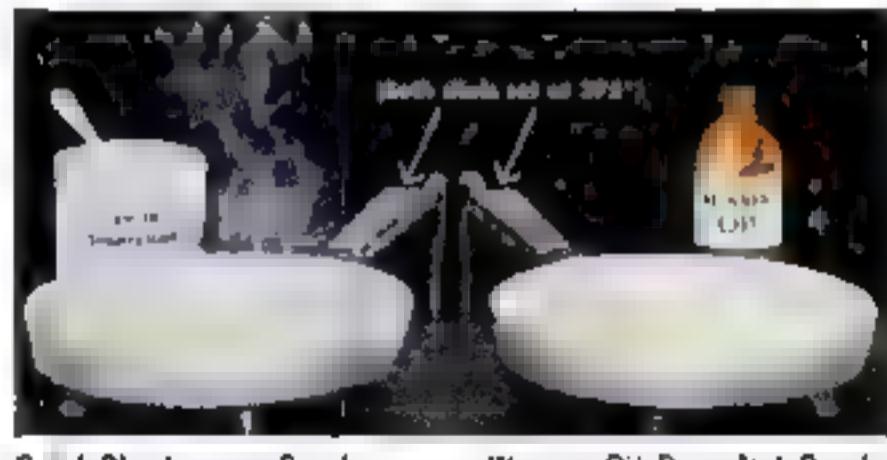


*Deliciously different...made in minutes with
Wesson Oil and Sunkist Lemons*

The nicest news about these good looking, luscious tasting fish dishes is how *fast* they are to fix—every recipe ready in 20 minutes or less. You'll be pleased with how pleasant the cooking is, too—pure vegetable Wesson Oil takes the smoke out of frying, keeps the flavor in. Fresh Sunkist Lemons add the tangy touch that perks up seafood's deep down goodness.

FISH PARMESAN

Lightly coat 4 fish with flour, salt and pepper. Dip into an egg beaten with 2 tablespoons fresh Sunkist lemon juice; then into mixture of $\frac{1}{2}$ cup each crumbled butter crackers and grated Parmesan cheese. Fry 3 to 5 minutes in 1 inch of Wesson Oil at 375°. Drain and serve with Sunkist lemon quarters and minced parsley. 4 servings.



FISH PEPPER RINGS

2 cans (6 1/2 oz. size) tuna fish, fish flakes or crabmeat	2 eggs, beaten
2 tablespoons fresh lemon juice	$\frac{1}{2}$ cup water
1 cup dry bread crumbs	2 medium green peppers
	2 medium onions
	Pimento for garnish

Combine flaked fish, lemon juice, bread crumbs, eggs and water. Season to taste. Cut green peppers into $\frac{1}{4}$ -inch rings. Slice onions into $\frac{1}{2}$ -inch rings and punch out all but 3 outer rings. Mince enough of remaining green pepper and onion to make 2 tablespoons of each; add to fish. Stuff rings with fish mixture. Heat Wesson Oil in large skillet over medium heat. Fry rings slowly until golden brown. Garnish with pimento and Sunkist lemon quarters. 4 to 6 servings.

SWEET-SOUR SHRIMP

$\frac{1}{4}$ cup Wesson Oil	$\frac{1}{2}$ teaspoon salt
1 cup sliced celery	1 tablespoon grated lemon peel
1 cup green pepper strips	$\frac{1}{4}$ cup fresh lemon juice
1/2 cup sliced onion	1 1/2 pounds shrimp, cooked and peeled or 2 cans large shrimp
2 tablespoons flour	
1 1/2 cups tomato juice	
$\frac{1}{4}$ to $\frac{1}{2}$ cup brown sugar	

Heat Wesson Oil, add celery, green pepper and onion; brown lightly about 10 minutes. Stir in flour and slowly add tomato juice, stirring until thickened. Add brown sugar, salt, grated lemon peel and juice. Stir until blended; cook about 5 minutes, stirring occasionally. Add cooked shrimp; heat. Serve with rice. Garnish with Sunkist lemon quarters. 4 to 6 servings.

TUNA SPOONLETS

2 tablespoons each—grated lemon peel, minced parsley, grated onion, fresh lemon juice	$\frac{1}{2}$ teaspoon pepper
2 cans (6 1/2 oz. size) tuna or salmon, drained and shredded	2 eggs, beaten
	$\frac{1}{2}$ cup flour

Mix all ingredients thoroughly. Drop by small spoonfuls into 1 inch of hot Wesson Oil (about 375°). Fry about 3 minutes, turning to brown evenly. Drain. Serve with fresh Sunkist lemon quarters, 6 servings.

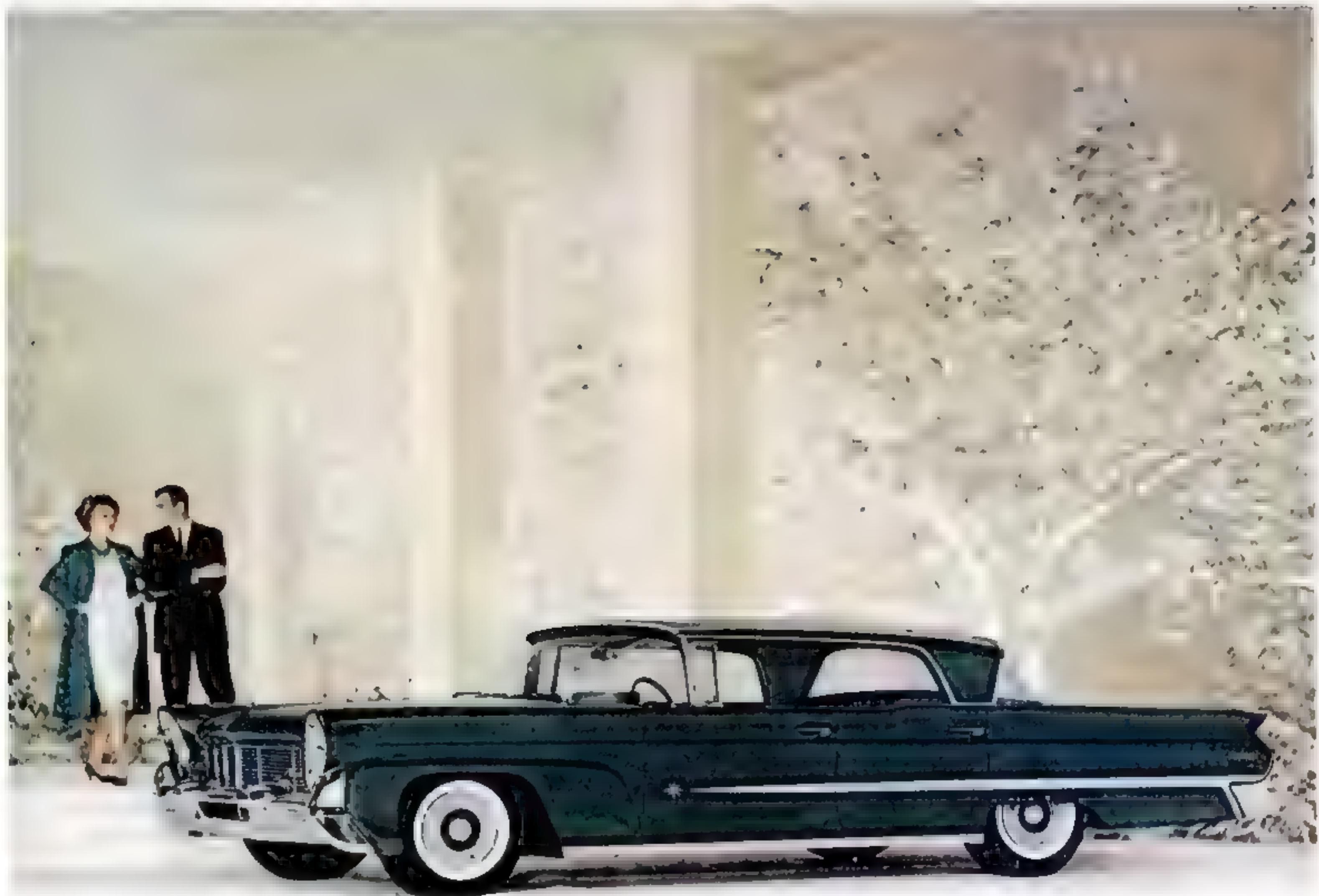


**Wesson
Oil**

Squeeze lots of fresh Sunkist Lemon onto these scrumptious dishes for extra tang, a delicious difference.

Wesson Oil takes the smoke out of frying!

Fresh Sunkist Lemons—always the finest!



Classic elegance in motorcars: The Lincoln Landau. Coat and dress by B. H. Wraggs.

Breaks the fine car pattern . . . and establishes a new one

If you've been waiting for a new luxury choice in motorcars—you should get better acquainted with the new Lincoln.

Clearly, this Lincoln breaks cleanly, and beautifully, with a lot of long-standing notions of what makes a fine car fine.

Unlike any other car you've known, Lincoln combines clean, *timeless* beauty with luxurious size and spaciousness. It is large without being ponderous . . . distinctive without being ostentatious.

It proves, too, that there is clearly no reason why your new car should drive like a carbon copy of *last* year's model. The classic new Lincoln is such a wonderfully exciting car to

drive . . . with surprises in store for you all along the line.

So come in. Slide into the driver's seat. Turn the key, and touch the pedal. You will probably touch it a trace too hard if you are used to ordinary fine car engines—because this is no ordinary engine. It is 375 well-mannered horsepower. It never intrudes. And if there is any noise, it is the radio; for this is the only fine car with its body and frame a single unit.

For reasons like these (there are many more) an hour in a Lincoln would be an experience for you. In fact, we predict it will change the pattern of your ideas about fine cars.

LINCOLN DIVISION, FORD MOTOR COMPANY



THE NEW **LINCOLN**
... the one fresh personality among fine cars



PREPARING FOR ROLE IN "MY FAIR LADY," SALLY ANN HOWES TRIES ON A FLOWER GIRL'S STRAW HAT WITH THE SHOW'S COSTUME DESIGNER, CECIL BEATON

A fiery 'Fair Lady' takes over

Twice Sally Ann Howes (see cover) turned down one of the juiciest plums in stage history, the role of Eliza Doolittle in the musical classic, *My Fair Lady*. Offered the part in the U.S. road company, Sally kept saying no because she had stage and film work in England. Finally, when Julie Andrews, who created the role on Broadway, had to leave for the London company, Sally agreed to replace her—at a salary higher than Julie's. This month she took over and critics applauded her. Sally's voice is round and rich, her looks are

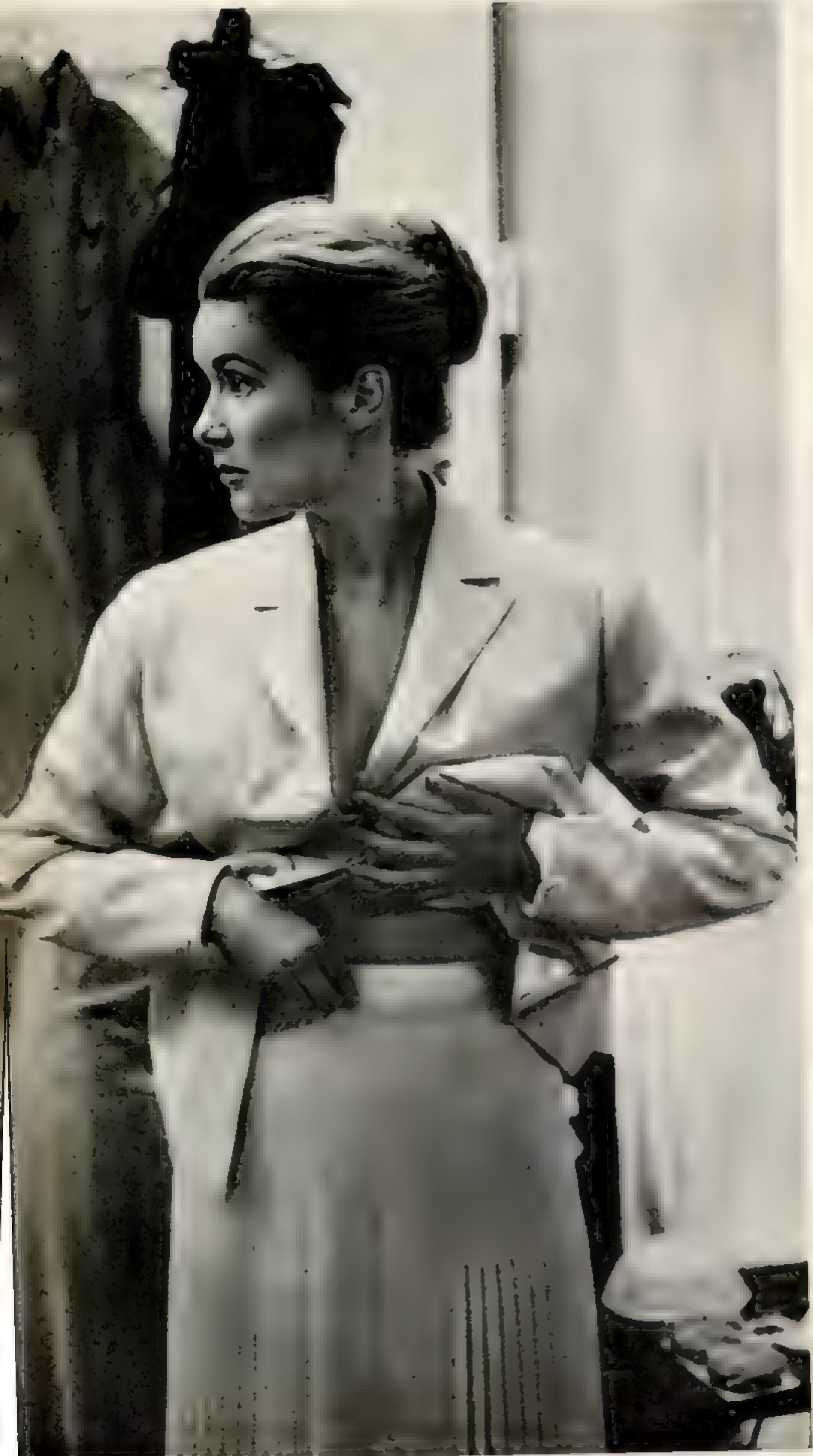
lovely, and she acts a more fiery Eliza, full of verve and vinegar.

Daughter of a London musical comedy star, Sally at 27 has been in show business for 15 years. Last year, Songwriter Richard Adler (*The Pajama Game*, *Damn Yankees*) went to London and asked her to audition for a part in a new show. Haughtily, Sally refused to audition for Adler but did agree to go to lunch with him. This winter they were married. "I didn't play Eliza just to live in New York with Dick," says Sally. "But it does make a perfect combination."

FALLING ON JULIE ANDREWS CRUMPS IN HER THEATER DRESSING ROOM, SALLY TRIES ON HER OWN NEW COSTUME. JOKES WITH JULIE ABOUT FANCY HAIR-DO'S



FIERY 'FAIR LADY' CONTINUED



BEING FITTED, Sally Ann Howes gets seven all new costumes for show. She is shorter, a bit slimmer than Julie. Sally seldom watched Julie perform because she did not want to ape her mannerisms.

BEING PRAISED after her first night, Sally lets out a whoop of delight at hearing compliments from Composer Frederick Loewe (right) and the director, Moss Hart, who gave her solid $1\frac{1}{2}$ weeks of coaching.



Sally brings new fire to show as she starts her come-hymn of hate, *Just You Nut, Envy 'ggins*.





*Just you wait, 'eavy 'aggins, just you wait!
You'll be sorry but your tears'll be too late!*



*You'll be broke and I'll have money,
Will I help you? Don't be funny!*



*When you yell you're going to drown
I'll get dressed and go to town!*



CONTINUED

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What!

Money Gone, Mom?

Certainly not. Mom carried safe First National City Bank Travelers Checks—got a prompt refund in full. Safe?—everywhere. Spendable?—yes, yes the world over. Famous for 50 years, they're backed by America's greatest worldwide bank. Cost only \$1 per \$100. Good until used. Buy them at your bank.

FIRST NATIONAL CITY BANK TRAVELERS CHECKS

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HOSTESS WARE

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- Giftwares

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IMPERIAL POWER MOWERS

26" 2 H.P. 4 cycle	\$ 95.00
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26" Self Prop. 3 H.P. 4 cycle	\$ 149.00
Edger Trimmer	\$ 95.00

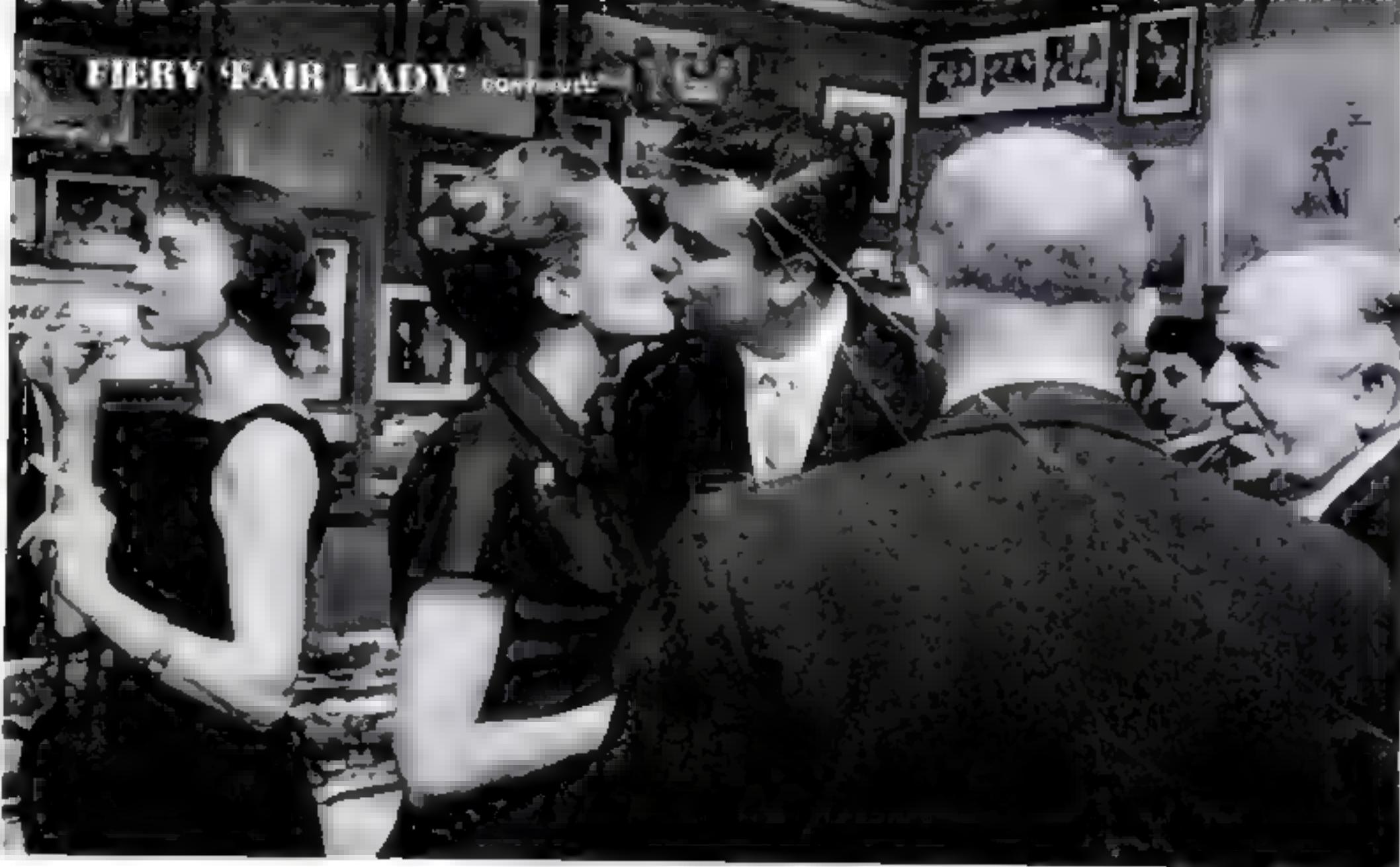
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**BEST KNOWN NAME
IN STICKY STUFF!**



HUSBAND'S KISS greets Sally when Richard Adler comes up to her at a party given in her honor at Danny's Hide-a-way after her successful first night appearance on New York stage.



FATHER'S PRIDE pleases Sally as he stands beside her in her dressing room. Bobby Howes flew over to see his daughter from London, where for 30 years he has been a popular stage star.



DOMESTIC JOYS occupy Sally, who touches toes with her husband in New York apartment as she quietly sings one of her favorite ditties, *Her Is*, which he wrote for *The Pajama Game*.

Naturally from
KRAFT



When the recipe calls for sharp cheddar...

Some of the best recipes you see in the magazines and newspapers call for $\frac{1}{2}$ cup or a cup of *sharp* shredded cheddar.

The very best cheese to use in those recipes is a wedge of Kraft's wonderful old-time natural cheddar called Cracker Barrel brand. Just shred it, and in a jiffy you have a heap of golden strands to give

your dish really rich cheddar cheese flavor.

Pick *Sharp* Cracker Barrel brand in the gold aluminum foil wrapped wedge, or the one marked *Extra Sharp* in bright red foil. Either of these long aged cheddars will give your recipe wonderful cheese goodness and, of course, Cracker Barrel brand is terrific for snacks and sandwiches too.



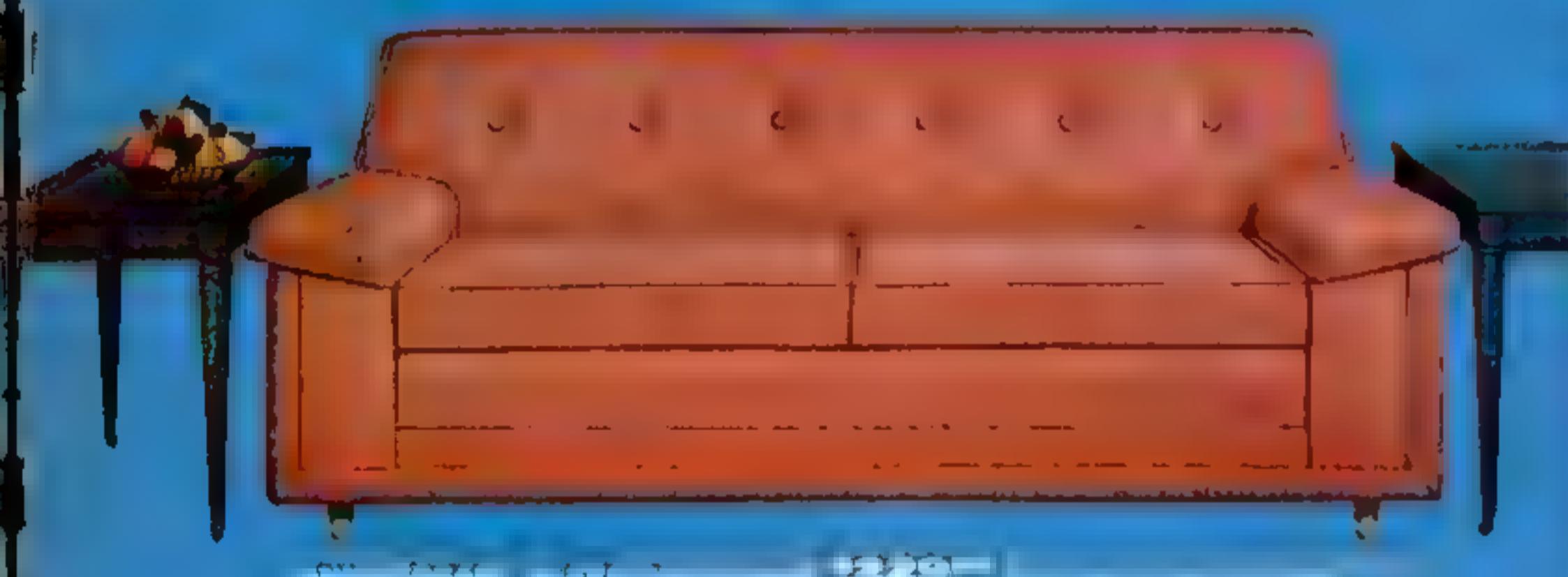
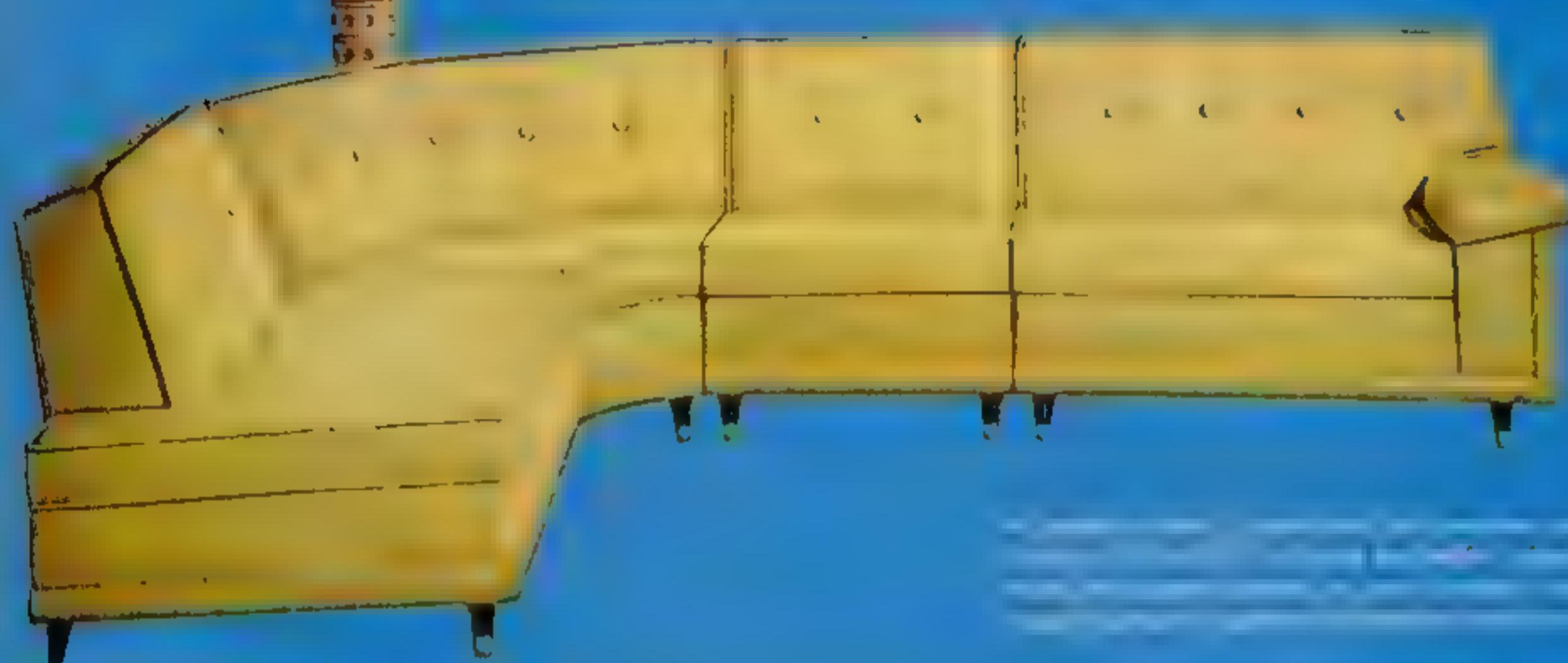
Sharp in gold
aluminum foil.

Extra Sharp in
red foil

Mellow (for
snacks) in silver

CRACKER BARREL BRAND IS THE FINE NATURAL CHEDDAR FROM KRAFT

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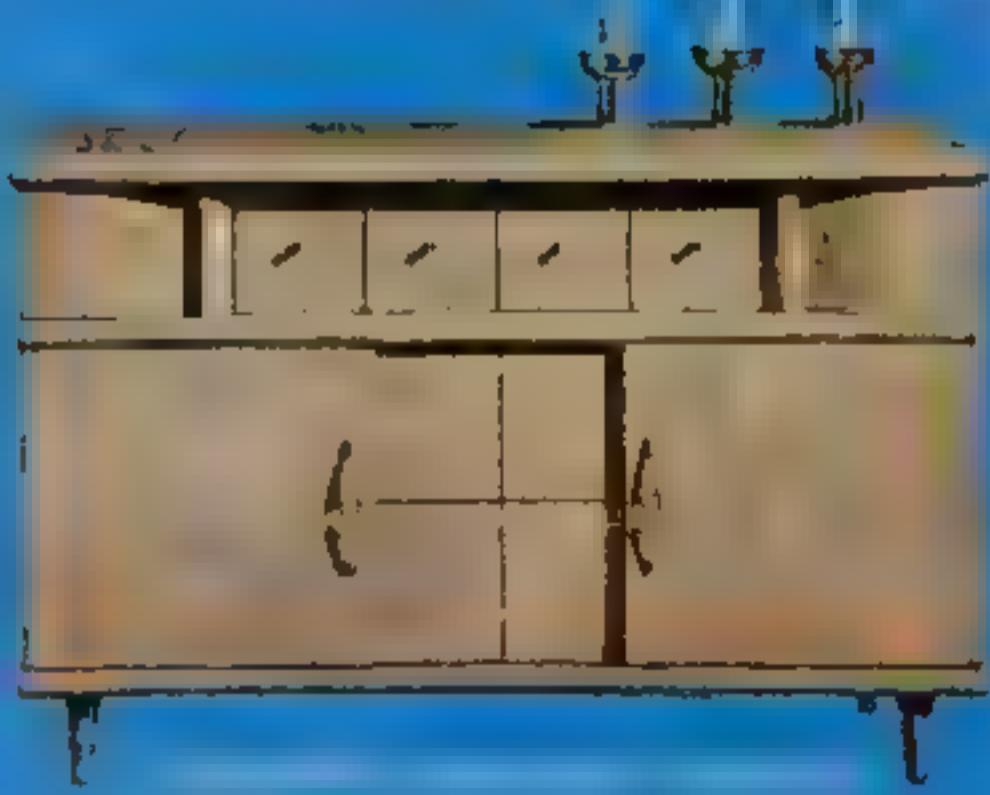
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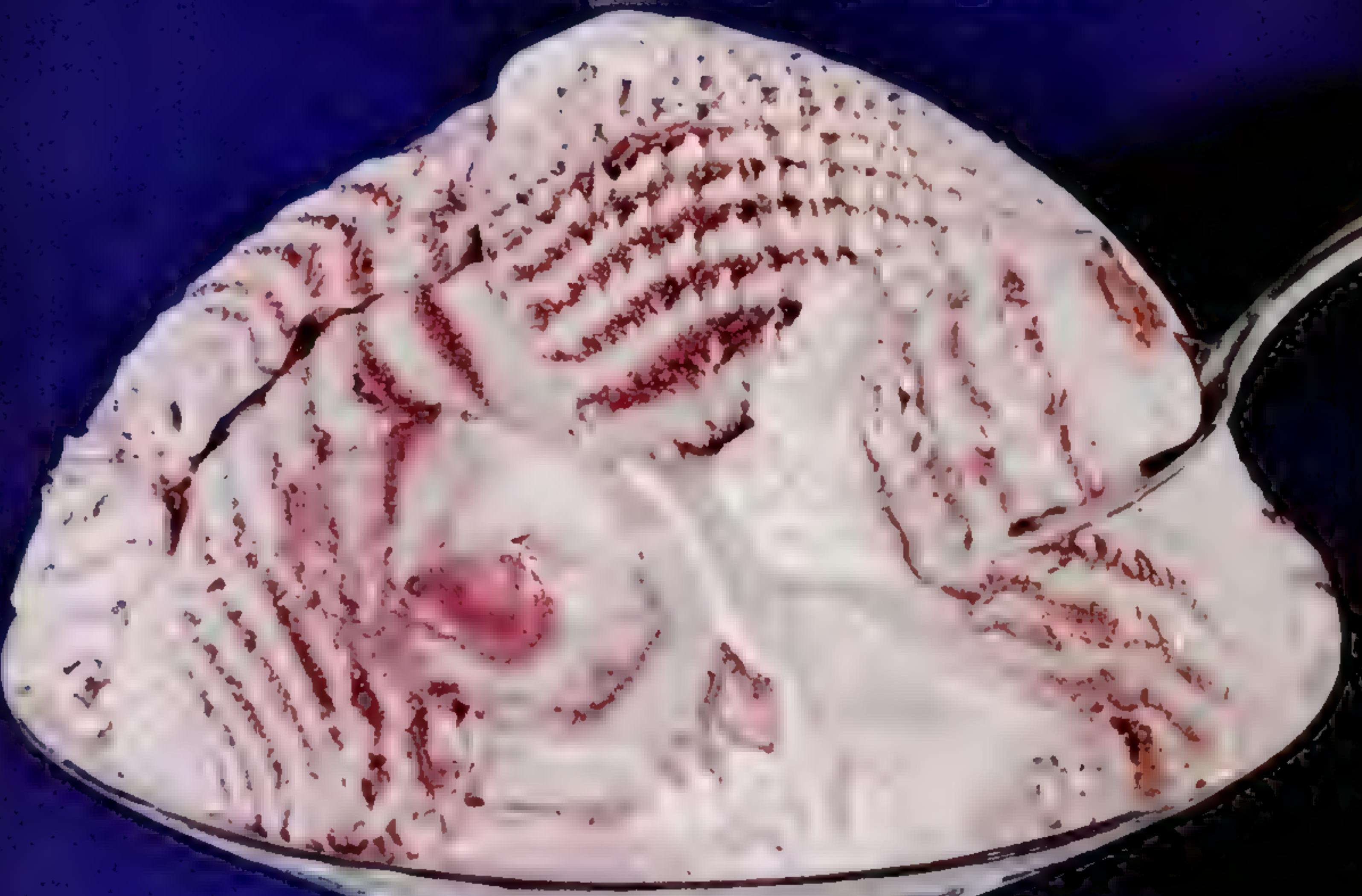


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582

M-M-M in every spoonful...



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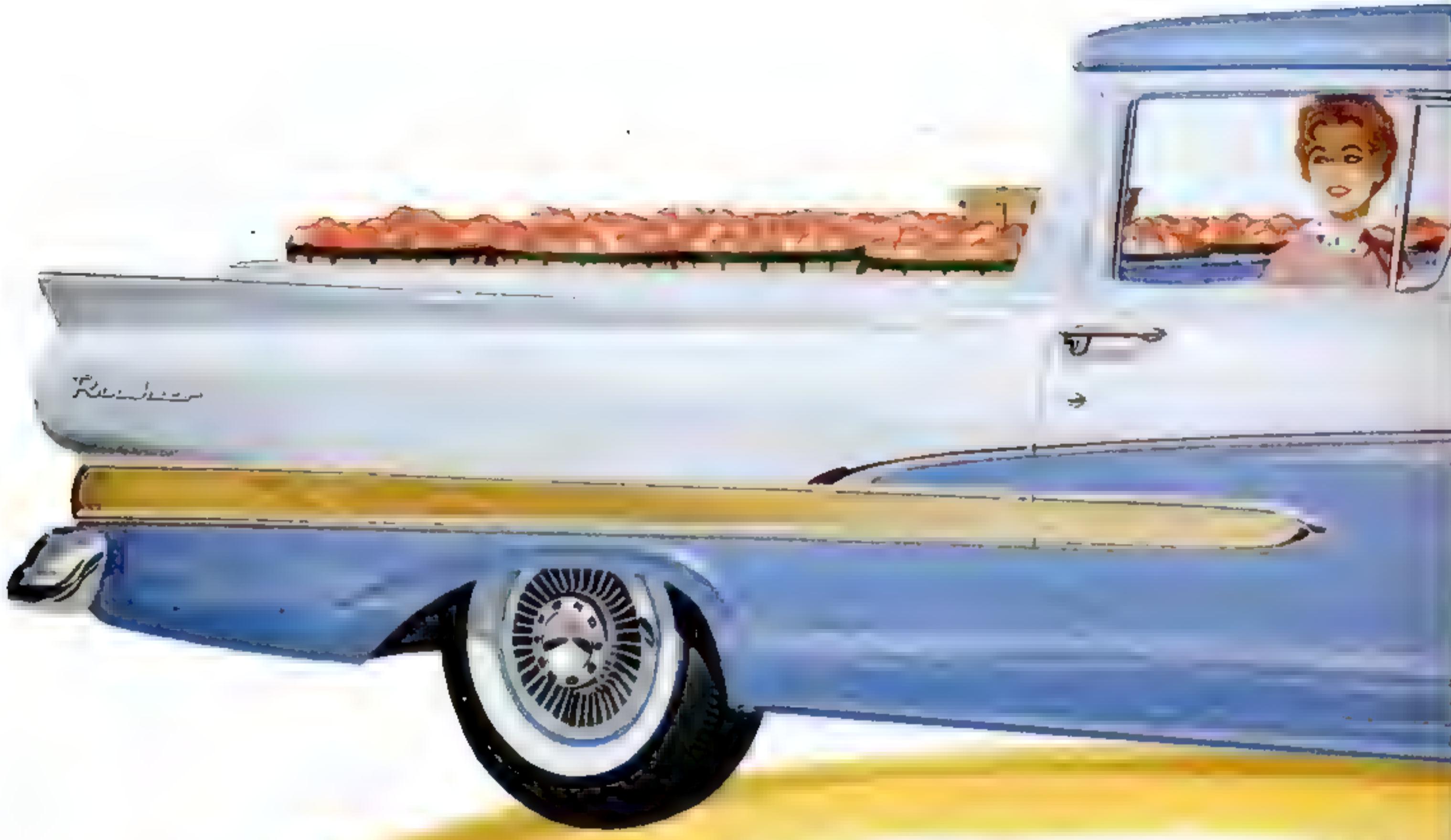


Shirley Temple's
Storybook
"SLEEPY HOLLOW"
March 5

**"DICK WHITTINGTON
AND HIS CAT"**
March 23
NBC-TV

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IT BROKE WITH TRADITION! IT'S BLAZING A TRAIL!

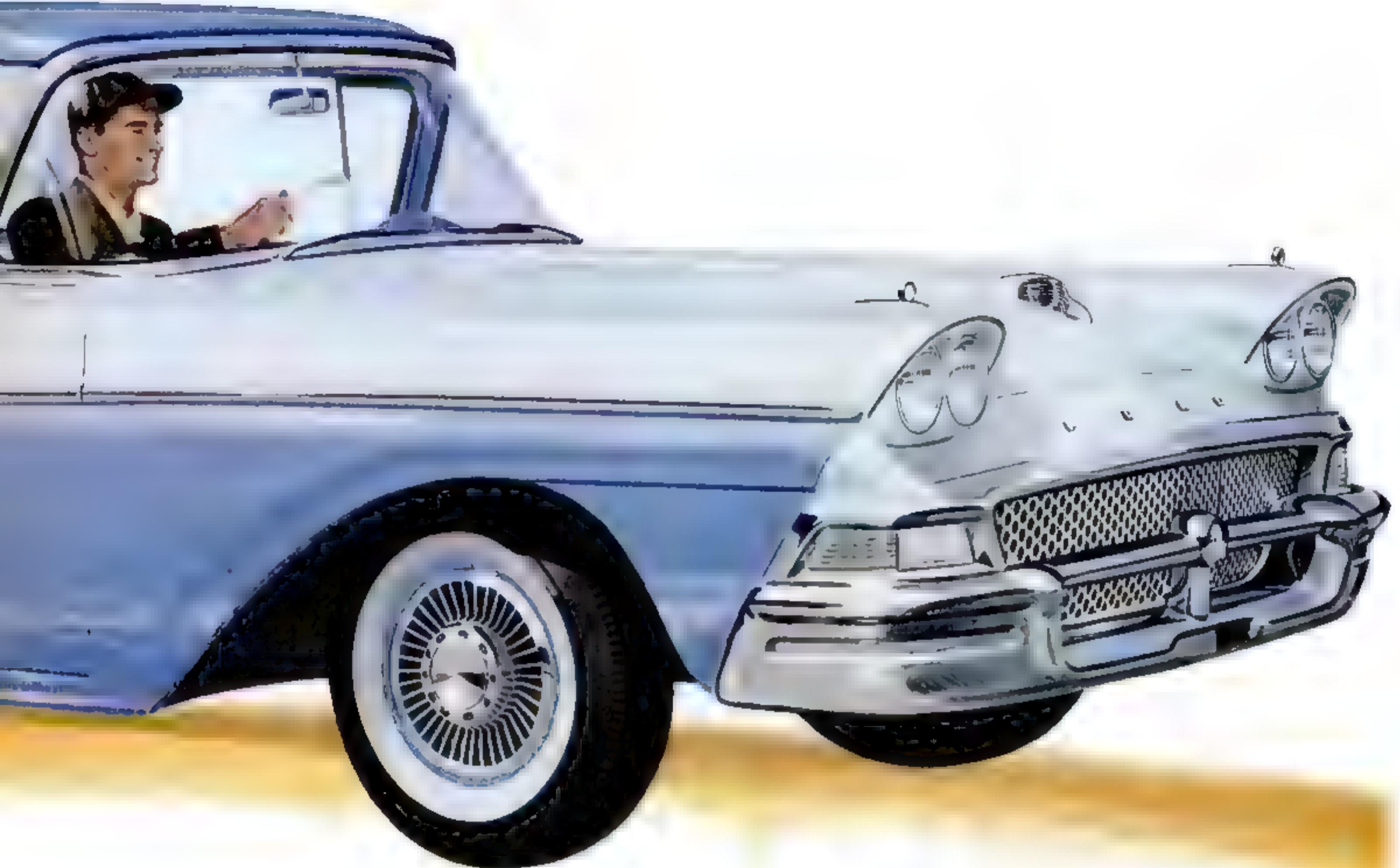
ALL NEW '58 FORD RANCHERO

The newest, most successful truck idea in years is newer, more exciting than ever for '58! New Ball-Joint front suspension plus new variable-rate rear suspension makes the Ranchero ride exactly like a fine car . . . loaded or light! New Short

Stroke power—V-8 or Six—now up to 300 hp! New Safety Vision dual headlights for greater illumination control. And there's a choice of options no other truck offers: all power assists—steering, brakes, seat, windows . . . even air conditioning!

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...LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!



Finest pickup on the American Road

A double-duty beauty for work - for play

Never before has a single boldly modern vehicle filled so many needs as the new Ford Ranchero for '58! It gives you what you want in a car, what you need in a truck . . . double-duty beauty with all the sleek styling, the luxurious interior, the comfort and handling ease of a fine car; plus the heft

of a husky pickup that hauls more payload than many standard pickups. And with every load, Ranchero delivers a dividend of business-boosting prestige! See your Ford Dealer; he's got the evidence that, whatever your business, the '58 Ford Ranchero pays off . . . handsomely!



Works like a truck—packs more payload than many standard pickups. Double-walled steel body for extra strength and rigidity.



Rides like a car—with all a fine car's luxury! Cab interior of the Ranchero is exactly like that of a '58 Ford Ranch Wagon!

**MEN
OF
AMERICA:
THE
FARMERS**

*Live-action shots —
Washington wheat fields*



Steel-blades flashing
on the rolling plain,

Threshers marching
through the golden grain.



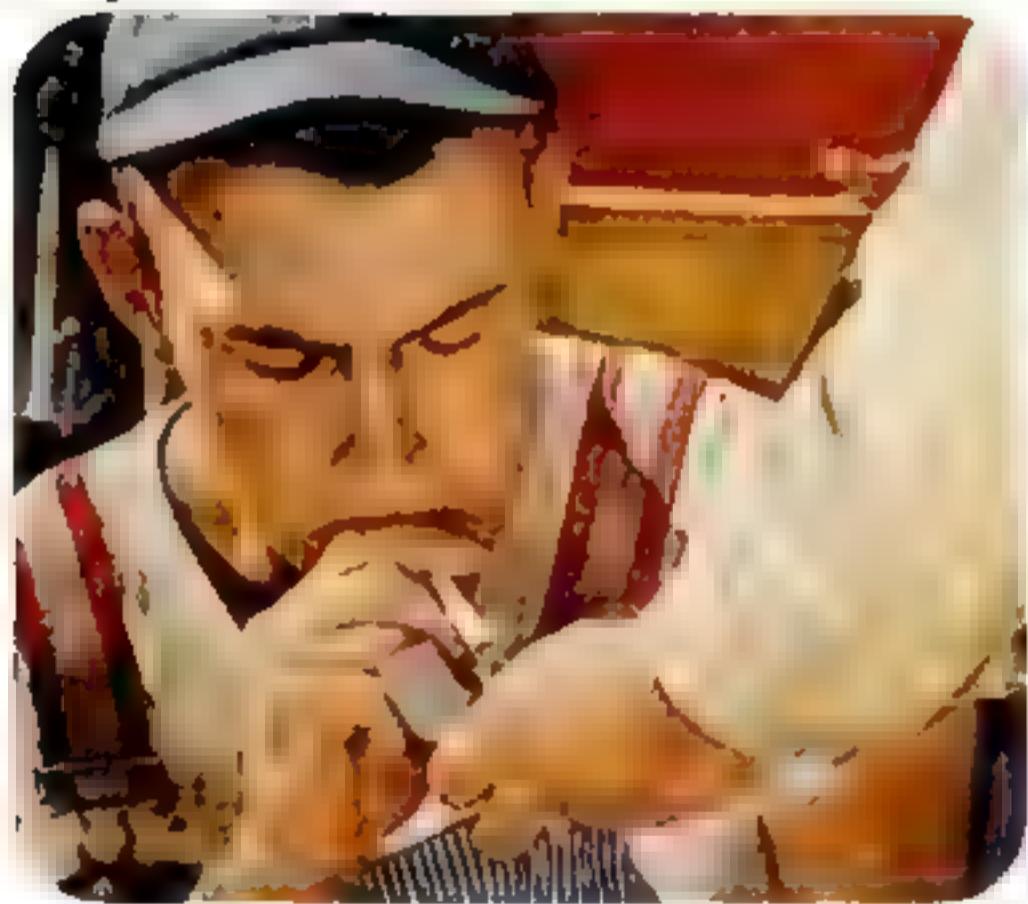
Out where the crop is high
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Stops and takes big pleasure when and
where he can ... Chesterfield!



Always the top-tobacco, straight Grade-A,
The top-tobacco in the U.S.A.



This sun-drenched top-tobacco's
gonna mean ...



That you're smokin' smoother and
you're smokin' clean!

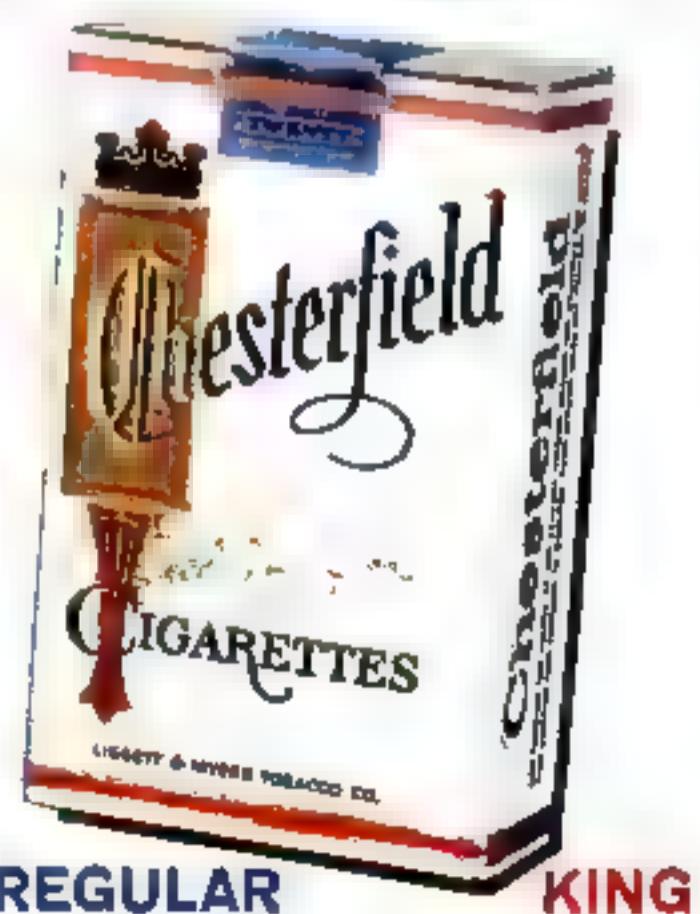


The very best tobacco in the U.S.A.
Gives you big clean flavor in a big, big way.

*When you've earned a smoke — nothing satisfies like the
BIG CLEAN TASTE OF TOP-TOBACCO!*

CHESTERFIELD

© Liggett & Myers Tobacco Co.



REGULAR

KING



A Kansas town with basketball fever

THE SPORT ENVELOPS A COMMUNITY'S LIFE

In Sharon Springs (pop. 994) on the western edge of Kansas, the deportments are dry and ram. But in the winter weather and what take second place in conversation and even importance to basketball. Like thousands of other small U.S. towns, Sharon Springs seems to vibrate to the bumper-to-basketball as it has for half a century, and especially in the last few years of the school years.

In freezing winds that rattle driveways take time—carefully gunges. They too smile for local teams. Almost half the 101 students in grade school are on organized teams. At but a dozen or so, a crew in the band or pep club. The high school bus is the building to town—in the whole county, in fact—in the \$190,000 gym that recently replaced the old. Sharon Springs, which as they produce clean-cut teams, has its greatest, and home town pride more players. Said one resident: "Why these boys are about the only thing around here you're sure won't amount to a darn."



Photographed for LIFE
by GEORGE SILK

DRIVeway GAME. cold, blizzards, cold days are over. In Mo. to a Bud Koenig who's seen many pines away from home. See photo by Guy Heyk.

DOWNTOWN RALLY. cool business on Broadway, as spectators, as low-spirited as it is, to watch collectors and other dealers in



PEP CLUB GIRLS, waving their paper pom-poms, root in unison for the Sharon Springs B team

which lost its game to Quinter. Every girl in high school is in uniform in the pep club or the band



MODERN GYM dwarfs 37-year-old high school perched on the edge of far sweeping wheat fields.

FANS OF ALL AGES sit behind Sharon Springs team. Town always lacks baby-sitters on game nights



WEEK'S BIG NIGHT comes as Sharon Springs (white uniforms) plays a game at home. This was

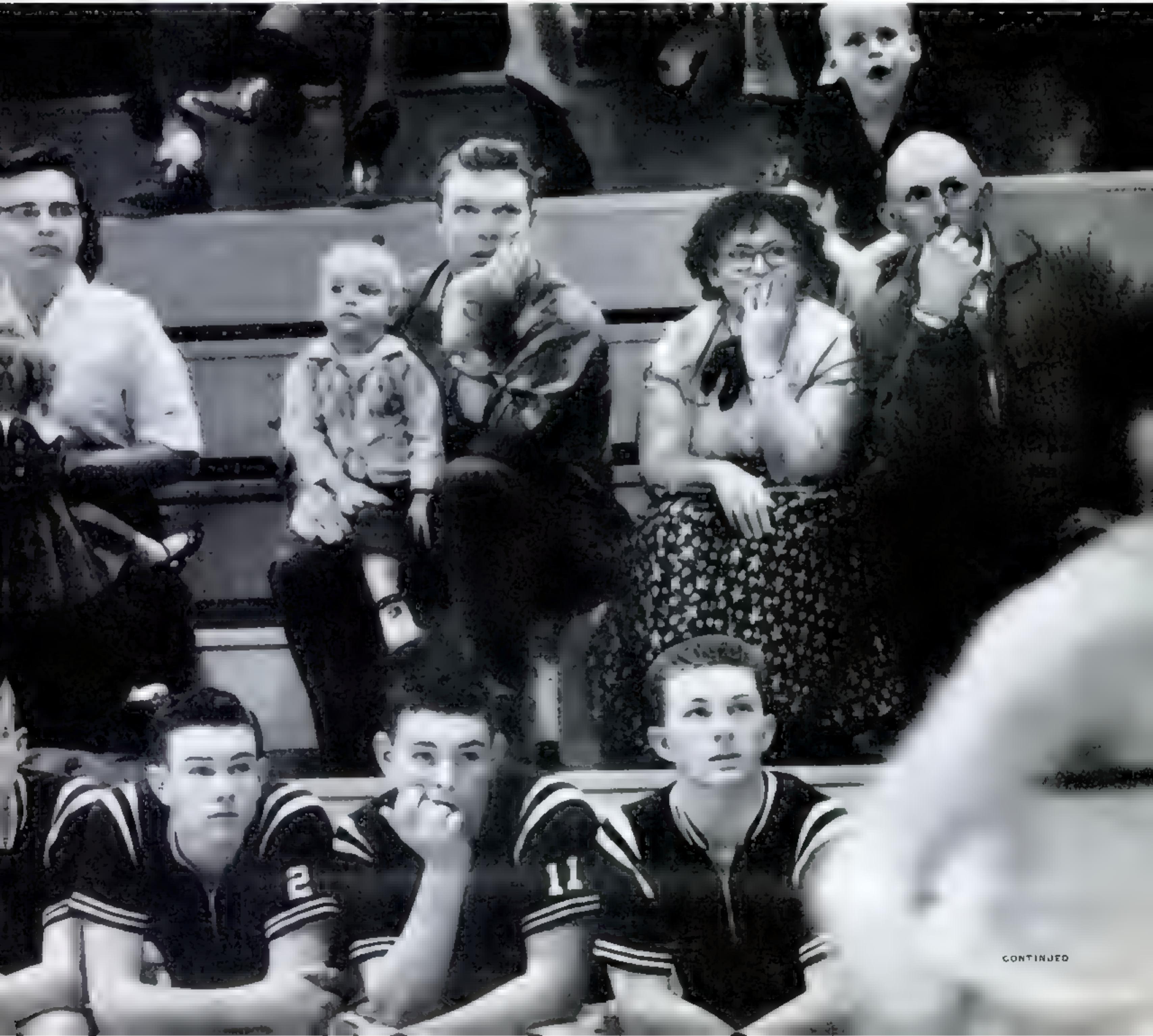


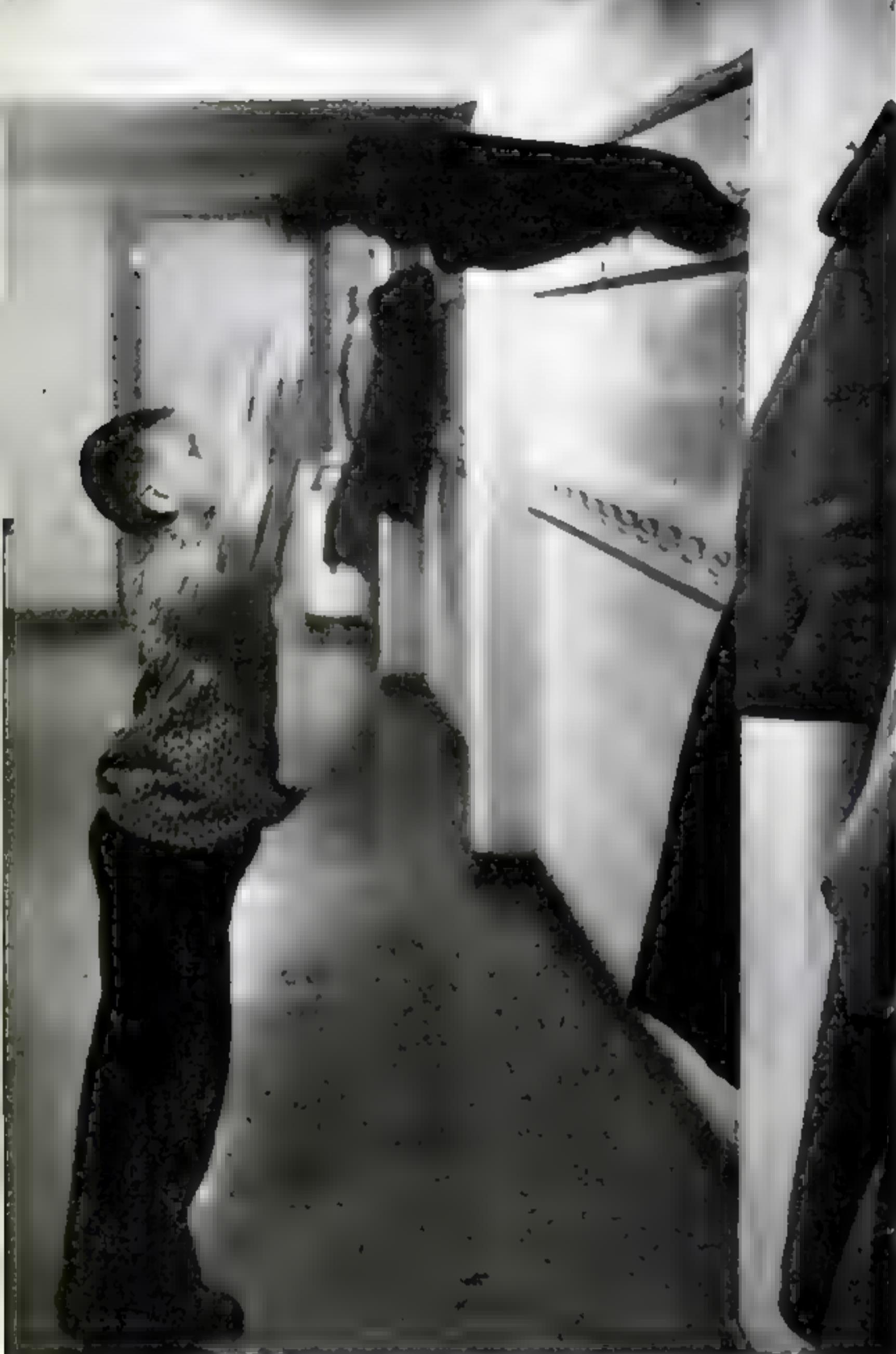


an unimportant one. As Quarter the Star on Springs' nearly 1,000-seat gymnasium - 150

spectators. The game's seating capacity of 1,700 is 400 greater than the town's population. League

contests, in that strict sense, Star on Springs will be host to state district tournaments this year.





PRACTICING WITH COAT, fourth grader Denny Miller uses a basketball to loop it on hoop. Common trick often results in litter of coats on floor.



TICKET-TAKING PRINCIPAL William Seckle dances at game during duty as gate door. Shuron Springs average \$250 for home games, \$3,000 a season.

COMPLAINING COACH Bill Sullivan criticizes team for mistakes in the first half. He insists on 12-14 hours' neat personal appearance of players.



BASKING IN ADMIRATION, player Bob Warner draws laughs from cheerleader Judy Whitesell (*left*), band member Janet Linder after game.





Hopefuls and heroes and shoeless socials

Almost without exception all the boys in the Sharon Springs school system, regardless of size, shape or weight, try out for a basketball team.

You don't really think about whether you're going out—one of them explains. When you're old enough you just go. Practice for the high school varsity starts before classes in the morning and farm boys get up at 5 to make it. Some days as many as five games are played in the gym against other West Kansas towns.

Sharon Springs finds basketball an inexpensive and highly profitable sport which not only supports itself but also helps pay for track and football with money left over. Adults, who pay 50¢ admission, always come out in force. With so many boys playing and so many girls cheer-leading, most of the town has strong family interest in the games. Basketball becomes a focus of social life. A game in the Sharon Springs gym provides all the convivial benefits of a community picnic, and a game away from home is the welcome excuse for a short trip. For the students, after the rigorous mass participation before and during the game, the sport offers dancing at the "Sock Hop" (right) or a date at the high-way hangout where nearly every boy is something of a basketball hero.

AFTER-GAME DANCE (right)—games twice a week bring social life to students who are required to face up to the task of seeking out the protagonist of the day.



CONTINUED

BASKETBALL FEVER CONTINUED



LONELY GAME is played by Guy Heyl, 9, who, when there is no one around to get up a game, practices persistently on backboard behind his home. Dozens

of youngsters in town have home courts—use them the year around in hopes they will be some good enough to earn their first uniforms for the sixth-grade team.

Knowledgeable people buy Imperial

-and they buy it by the case



Whiskey by Hiram Walker

BLENDED WHISKEY • 86 PROOF • 30% STRAIGHT WHISKEY • 6 YEARS OR MORE OLD • 70% GRAIN NEUTRAL SPIRITS • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

Every Firestone tubeless tire gives



"Virginia and I drove New York's traffic with nails in all our tires."



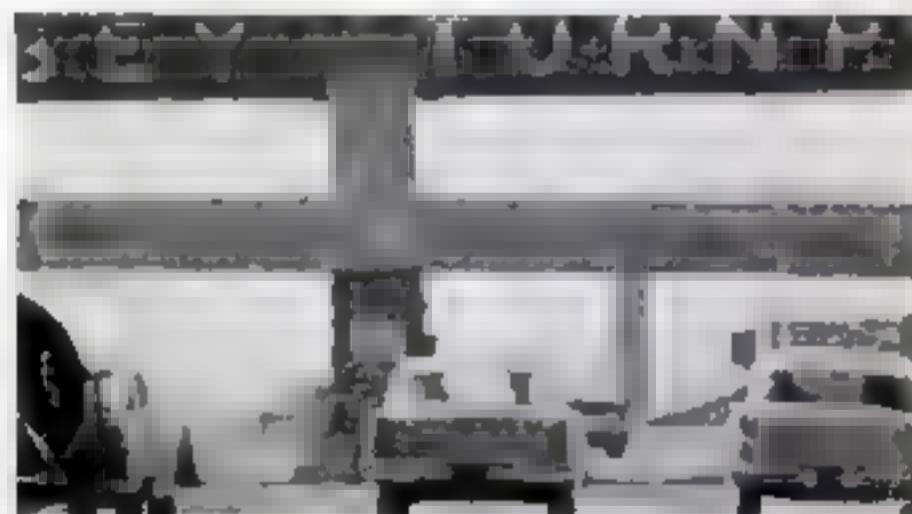
TIMES SQUARE AT 9:00 A.M.

What a place to have a puncture! Test officials checked tire pressure at 24 lbs. and drove 8-penny nails in each of the four Firestone tires.



GEORGE WASHINGTON BRIDGE

This is no place to have a puncture! A flat tire here might really tangle traffic. But Mrs. Larson and Mrs. Swain ride with confidence and enjoy the view. Their four nail-punctured Firestone tubeless tires roll across the long bridge without losing air.



NEW JERSEY TURNPIKE

A puncture here would really embarrass our driver and jam up traffic. But punctured-on-purpose Firestone tubeless tires cruise along in heavy traffic without the slightest pressure loss.

Two New York City housewives proved that regular-price (non-premium) Firestone Tubeless Tires effectively protect you from punctures. You get the long-lasting puncture protection you'd ordinarily expect only from extra-cost premium tires. Using four nail-punctured Firestone DeLuxe Champions, they toured the New York City area in heavy traffic. They didn't have a spare—and didn't lose a pound of air!

Ruth Larson and Virginia Swain of New York City, like millions of other American housewives, have never changed a tire. And, like all people who drive

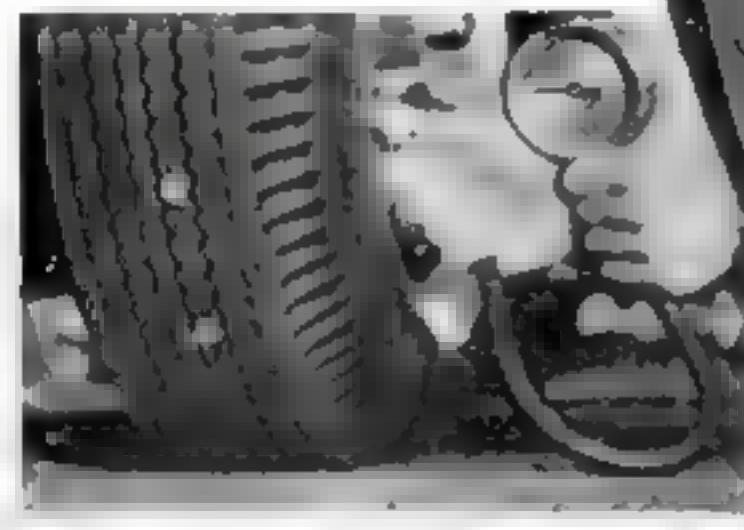
cars, they hope they never will. Recently they drove through New York's rush-hour traffic on a set of nail-punctured Firestone regular-priced tubeless tires to demonstrate that you don't have to buy premium-priced tires to get puncture protection. All Firestone tubeless tires, regardless of price, give you this extra safety. As long as the puncturing objects remain in the tires, Firestone's tubeless tire construction helps prevent loss of air.

Mrs. Larson and Mrs. Swain proved this point. They rode on four punctured, regular-priced Firestone tubeless tires—tires containing no special puncture sealant. They drove for hours through heavy New York traffic, where tire failure would

positive protection against punctures!



yet they never needed air!"



LINCOLN TUNNEL

Under the Hudson River, another bad place to have a puncture. But our four purposely punctured Firestone tires are still going strong.

FIFTH AVENUE

During hours and when officials checked the regular priced Firestone tubeless tires, they found none of them had lost a single pound of air.

cause embarrassment, and didn't lose a single pound of air. Their car was equipped with the same popular-priced Firestone DeLuxe Champion tubeless tires used by automobile manufacturers as original equipment on their 1958 cars.

Only Firestone tubeless tires give you an extra margin of protection, because only Firestone uses S/F Safety-Fortified cord. And Firestone uses S/F cord in every tubeless tire it makes, regardless of price.

So, if you want the safest tires that money can buy, specify Firestone tubeless tires on your new 1958 car or go to your nearby Firestone Dealer or Store and have a set put on your present car. Convenient payment terms are available.

Firestone

BETTER RUBBER FROM START TO FINISH

Enjoy the Voice of Firestone on ABC television every Monday evening

Family Affair from 8 to 9 P.M. EST.



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Schlitz beer is first
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IT'S THE LARGEST-SELLING BEER AT ANY PRICE

Once again Schlitz has been paid the public's highest compliment.

Sales of Schlitz beer for 1957 reached 6,023,608 barrels. This is an estimated 500,000 barrels, or about 7,000,000 cases, over sales of the nearest competing brand.

Schlitz makes only one beer—a premium priced

product. Its sales are nearly equal to those of all three brands produced by the closest competitor.

This is a further tribute to the Schlitz quality that made a city famous.

Our thanks to all who helped make Schlitz the world's best-selling beer at any price.



The Beer That Made
Milwaukee Famous

© 1958, J. Schlitz Brewing Co., Milwaukee, Wis.

MOVE UP TO QUALITY—MOVE UP TO SCHLITZ

U.S. CHANGE OF MIND



STUDENT

Mrs. Sidney F. Pauls, Williamsburg, Va.
We are behind the Russians now, but I feel sure we will soon catch up. Explorer has lessened the Soviet threat. Perhaps they will feel now that we're on an equal footing with them.



ENGINEER

William P. Stewart, Beverly, Ohio
Sooner or later taxes must be lowered. Perhaps we should spend money more wisely, especially for foreign aid. But if we need it to stay strong, I am willing to pay higher taxes.



TAILOR

John W. Allen, Philadelphia

We should be prepared for a war even if it never comes, so we will not be caught unaware. In every war so far we have always been unprepared and it has cost us many lives.



Ralph Torgerson, Ferryville, Wis.

I don't approve of spending more billions of dollars on defense. The country's biggest problem right now is what they are going to do with the farmer. They are in a hell of a mess.



HOUSEWIFE

Mrs. Luther White, Wildsville, La.

I suppose getting people back to God is the most important question facing the nation. The racial situation is our next problem and, of course, this satellite business is important.



RETired PRINTER

Charles T. Klaib, Detroit

The only chance to beat Russia in any future war is to keep unity now between us and all our allies. We should also have more faith in our scientists and give them a free hand.

New survey shows surprisingly fast switches in public's ideas about space, schools, spending

by PAUL O'NEIL

ONE momentous day last October the people of the United States looked up, like Damocles at his banquet, and discovered something far more ominous than a sword hanging over them. Radio and TV networks picked up the eerie *brep* of Sputnik, and the shining legend of American technological superiority began to tarnish before the eyes of the world. Despite the subsequent success of the U.S. Army's Explorer, Russia's conquest of space has dominated the national attention ever since, and a babble of response has risen from Congress, from members of the Administration, from news commentators, from editorial pages and from the halls of science.

But how have the American people reacted? What sacrifices are they prepared to make in catching up with the U.S.S.R.? What has Explorer meant to them? How much faith do they have in the future and in those mysterious figures, the scientists, who have suddenly assumed such a commanding role in their lives?

A few weeks ago the Opinion Research Corporation of Princeton, N.J., which ordinarily polls public opinion for industrial clients, set out to get answers to these questions. By utilizing a complex process known as probability sampling, and by asking selected citizens a detailed and penetrating set of questions (it took an average of an hour and 20 minutes to answer them), the pollsters have caught a fascinating reflection of the U.S. mind.

The most noteworthy fact that emerges from this survey is that the American people are far less prone to blame President Eisenhower or his administration for the U.S. lag in science than the commentators, editorial writers and columnists seem to think. Part of the evidence comes from the following question and the answers it elicited:

Q How good a job do you think Administration leaders are doing on national defense?

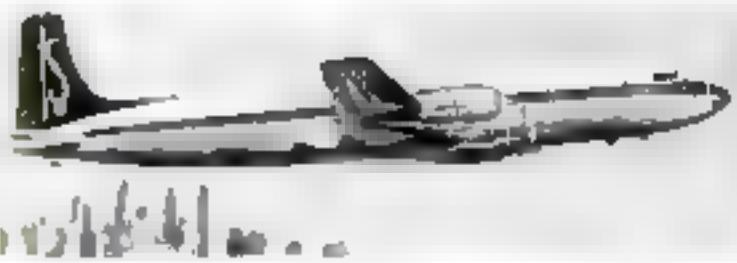
A Very good: 18% Fairly good: 53%
Poor: 19% No opinion: 10%

Thus a large majority of 71% thinks our defense effort is at least "fairly good." But there is less enthusiastic approval now than before Sputnik, when 42% thought the Administration was doing a "very good" job on defense.

Far from blaming the Eisenhower administration for the nation's science problem, many people seem to feel a curious sort of personal guilt for having been too complacent. They are much more aware of the inevitability of new defense spending than Congress or the Administration has guessed. Even the less educated realize the need of re-appraising U.S. education. But at the same time Americans are more divided in their reactions and, among certain groups, vastly more ignorant of the new world they live in than would seem possible in an informed nation.

There are a great many worried people in the U.S. today. But it is an abstract sort of worry: almost nobody thinks we are going to be blown up by a Russian ICBM next week or next year. Millions of people remain more alarmed by the nation's domestic problems, including juvenile delinquency and the economic situation, than by Russia's scientific triumphs. Incredible as it may seem, a blissful minority of four million Americans has neither read nor heard of the Sputniks and a great many more entertain some very curious ideas about them.

Just before Sputnik I a preponderance of the general public felt that the country's most important problems



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SAWMILL OPERATOR
James Gordon, Wildsville, La.

Those space satellites are nothing to worry about. They should take all that money and educate kids with it. I don't think we're going to have a war with Russia—we're going to have a war right here with the Negroes.



BANK PRESIDENT
John Sollenberger, Hershey, Pa.

Naturally no one is in favor of spending billions if it can be avoided. But we should do it if it appears necessary to our military and political leaders, who know the needs of the nation better than the man in the street does.

U.S. OPINION CONTINUED

were 1) inflation, 2) keeping out of war, and 3) segregation. Almost overnight, after the Russian satellites began twinkling through the skies, this list changed completely. The biggest segment of the public now feels that the country's prime concerns are 1) catching the Russians in the defense race, and 2) training more and better scientists.

Yet in spite of the furor attending Russia's recent triumphs, the segment that believes this constitutes only about half the population. The rest of the people are divided a dozen different ways on what they conceive to be the country's first order of business. In the minds of Southerners, whites and Negroes alike, segregation is still the most pressing problem, with Russia second. The big majority of farmers (73%) feels there is no need greater than improving the lot of the farmer, and they rate defense against Russia only fourth in importance. One summed up his opinion of the country's great problems in five words: "The boll weevil and rain."

The area of concern now third in importance in the public mind is even more revealing. Advancing U.S. science is patently going to be expensive. Having, in effect, agreed to worry about that, the public has clutched at its pocketbook and simultaneously begun worrying about keeping down the income tax. "Trying to get along financially and with the world in such a turmoil," says one distraught housewife from the state of Washington, "your own brain is disturbed." Half the population feels that the U.S. must increase defense spending by several billion dollars. But though two thirds of Americans piously agree that they are ready, in the words of the questionnaire, to "pull in their belts and sacrifice," only a fifth of them are willing to have their own income taxes raised for defense.

People who have money or who make good salaries are the least disturbed by talk of higher taxes. Manual laborers and farmers are the most troubled. But it is almost possible to feel the whole country squirm at the prospect. With the smell of recession on the breeze, Americans refuse to consider any diminution of federal spending for highways or of aid to farmers or small businessmen. They want no reduction of the conventional defense establishment. In the Era of Space, Americans have not deserted their pre-space whipping boys. Most people favor only two major methods of raising fresh money for missile development, increasing corporation taxes and cutting foreign aid.

But the Opinion Research report shows that the U.S. has a hard core of millions of people who see clearly the danger implicit in Sputnik and who take an enlightened and responsible view of the country's dilemma. Most of them stand above the average in education and economic status, and many of them are leaders in their communities (and thus able to influence others). There is, however, a healthy seeding of them at all levels of national life.

This deeply concerned group is not in complete agreement. Its members are critical not only of the Pentagon's quarreling brass hats and of their own more complacent fellows but also of those who strike jingoistic attitudes in the era of thermonuclear horrors.

CONTINUED

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The miracle called Mira-col

... CAN HAPPEN TO YOU AS IT HAS TO MILLIONS OF WOMEN!

Now... Merle Norman, internationally famous cosmetician, makes an extraordinary exclusive offer to help you overcome skin dryness, dullness, excessive oiliness, blemishes and other defects that lead to premature skin aging.

More than 10,000,000 women have already discovered this secret of a once-again-radiant skin. The miracle is Mira-col, an exclusive cool pink liquid formula that helps your skin flush away impurities... tighten pore openings... improve oil and moisture balance... leaves it smooth and alive with new color. (Wonderful, too, for teenage blemishes.) Mira-col, termed "miraculous" by countless users, is sold only in Merle Norman Cosmetic Studios.

TRY FREE — 3-STEP MIRA-COL TREATMENT

Merle Norman insists you "try before you buy." So right now clip and mail the coupon — you'll receive from your nearest Merle Norman Cosmetic Studio a free invitation for a complete Mira-col treatment. Merle Norman's famous 3-Step Beauty Treat includes cleansing with a luxurious cream... hvening the skin with magical Mira-col... and applying a non-greasy, waterproof foundation that assures a morning fresh make-up all day long. In addition, you will receive a free 10-day supply of Merle Norman's All-Purpose Cold Cream.

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Please send me an invitation to have free, my complete Mira-col Beauty Treat, and the address of my nearest Merle Norman Cosmetic Studio. Also include a free 10-day supply of Merle Norman's All-Purpose Cold Cream.

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COMBS**

SMOOTHER • STRONGER • LAST MUCH LONGER



WIDOW

Mrs. Mayme Bay, Minneapolis

The Russians could be exaggerating, of course, but I am plenty worried. They are ready to send men up into space. I think we'd win if we had a war—we always have. But I hope our leaders are able to keep us out of it.



FARMER

Clem Rasmussen, Thatcher, Ida.

I don't think there's very much danger now of an all-out war, but if it did happen I think we would lick them all right. I simply don't believe the Lord would permit those Russians to come over here and take everything.

U.S. OPINION CONTINUED

Many of them are as baffled by the country's monetary problems as any inflation-harried housewife, and they are honestly divided as to whether Russia's scientific progress increases the danger of war. But the news since Sputnik has not just washed by them.

It should probably not be surprising that this group—largely college graduates and professional people—includes the great majority of defeatists and near-defeatists who have sprung into being since Sputnik. Eleven percent of the population, for instance, is mortally afraid that we will never catch the Russians in war potential. But for the most part its members have been moved to an urgent, if sober and realistic, patriotism. In discussing their views some of them are moved to eloquence:

"Survival is the number one problem," says a California newspaper editor, ". . . survival as a free nation. I'd say that crowding right against that is the job of maintaining our economic stability. However, no question of a balanced budget should stand in the way of our regaining our military supremacy. The problem of survival in the missile age is so paramount that none of the normal objectives of peacetime can be put on the same level with it."

For all its reluctance to finance its own survival, the general public tends to go along with this hard-headed premise. The following question and answers show a widespread willingness to face an unpleasant truth:

Q Do you think we should work hardest at keeping out of war or at having the military strength to win a war if it comes?

A *Keep out of war: 34% Win war if it comes: 60%
No opinion: 6%*

Since people have not come to this view without giving some thought to their own prospects of being atomized, it is interesting to note how the thinking of various subdivisions of U.S. society differs in this era of the Sputnik.

College graduates and professional people are the most reluctant to depart from the idea that peace is our only possible objective. The boldest of all U.S. citizens about facing a real war are those with partial high school educations. People who have had only grade school educations, curiously enough, are only half as willing to switch, as it were, from cool to hot. Farmers contemplate the possibility of war with much more than average equanimity, doubtless out of a conviction that nothing very radioactive is apt to fall on a farm. So do people in the Far West: they are three times as sanguine as those who live in the crowded target cities of the Eastern seaboard.

The U.S. is almost completely convinced that, whatever our comparative strength today, we are in no danger of war at present—and Explorer has solidified that feeling. This is the biggest single factor in the country's post-Sputnik attitudes. Only about 5% of the population now feels we are dangerously behind Russia in development of weapons, although 13% thought so before Explorer.



Lame Monday mornings?

Here's fast relief when muscles cry for help—

Next time weekend chores lay you up, rub on Absorbine Jr. and feel relief instantly.

Absorbine Jr. stimulates local circulation, helps counter the pressure that makes muscles throb and ache. Soothes nerve endings.

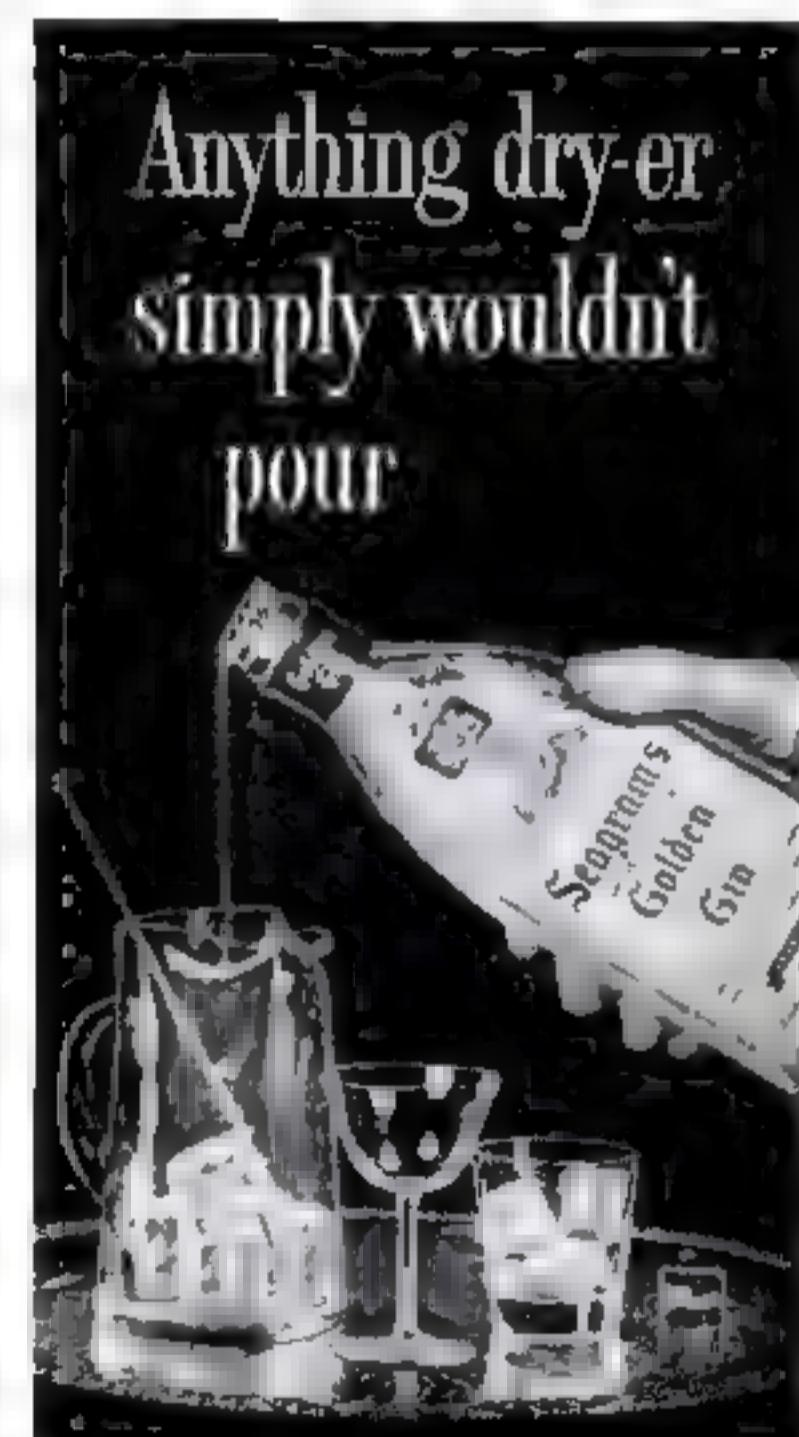
Absorbine Jr. is famous for the relief it has given hundreds of sufferers. (Letters in our files tell us so.)

Buy Absorbine Jr. Not greasy, not sticky, it rubs in all the way! Guaranteed satisfaction or money back.



W. F. Young, Inc.
Springfield, Mass.

ABSORBINE JR.



Say Seagram's and be Sure

Seagram's Golden Gin

the world's Perfect Gin

SEAGRAM-DISTILLERS COMPANY, N. Y. C.
90 PROOF, DISTILLED DRY GIN. DISTILLED FROM AMERICAN GRAIN.



The tremendous torque of Chevrolet's new 270 horsepower Turbo-Thrust V8* tattered at awesome grades of up to 10 percent, giving a terrific reserve of acceleration even in the thin air of the summit at 12,722 feet above sea level. Even the

abrupt change from the blazing heat of the pampas to below freezing, the shift from dense coastal air to oxygen-starved mountain atmosphere failed to produce the slightest roughness in the smooth torrent of V8 power!

*Ocean to ocean and back
across South America in 41 hours*

**NEW CHEVY V8 SOARS
TWO MILES HIGH OVER
THE ANDES WITH
HOOD SEALED SHUT!**

In an astonishing round-trip run across the toughest transcontinental highway in the world, a 1958 Chevrolet V8 station wagon has hustled from Buenos Aires, Argentina, to Vina del Mar, Chile, and back in just 41 hours, 14 minutes. Officials of the Automobile Club of Argentina sealed the hood shut at the start; not one drop of oil or water was added in the 1,900 miles, nor was the engine ever shut off.

Here was an all-out test of engine, drive, brakes, suspension and steering—triumphant proof of all the advances that have made Chevrolet great in '58! Chevrolet Division of General Motors, Detroit 2, Michigan

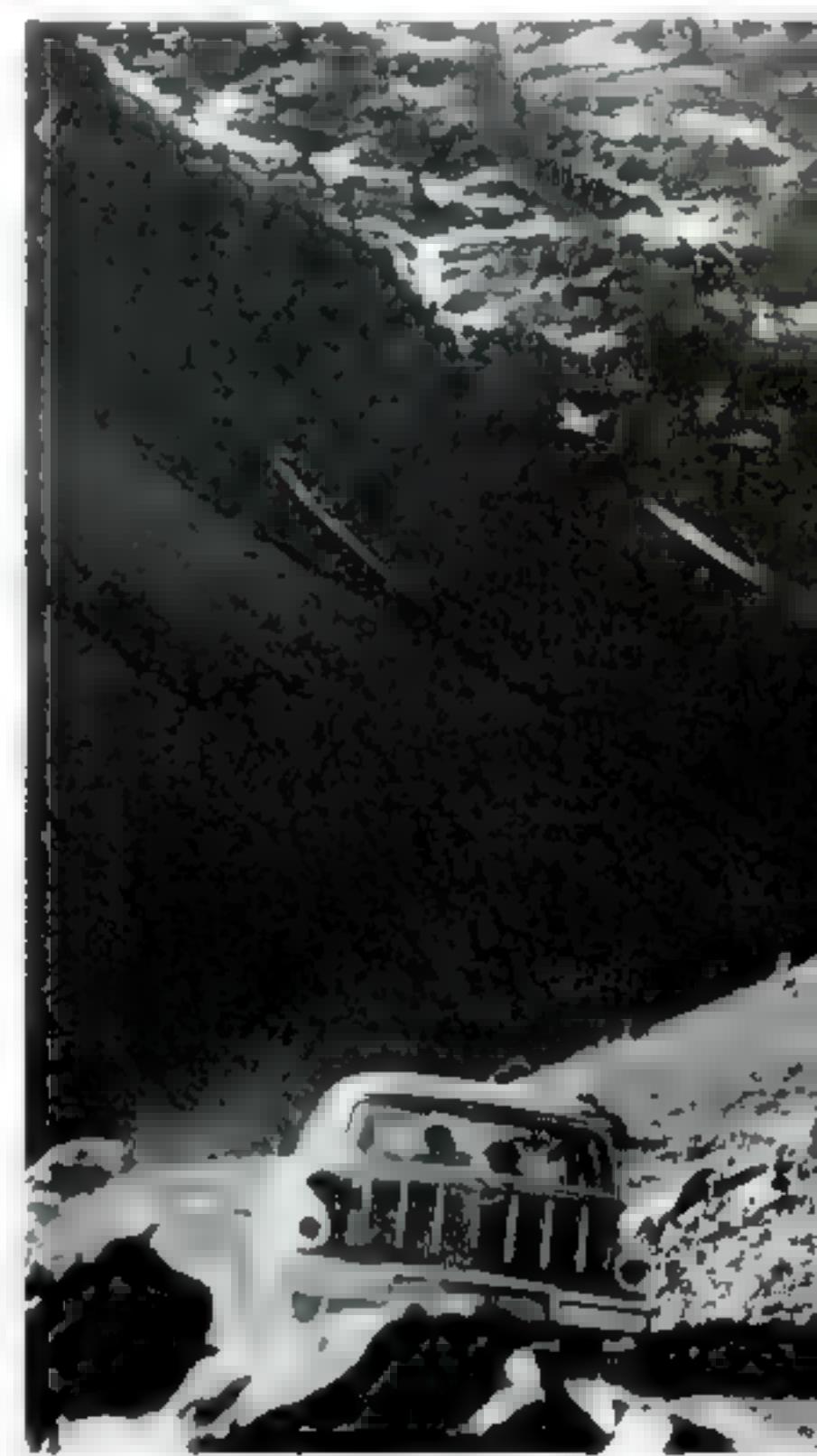
CHEVROLET

Perilous blind curves, cut through solid rock, made Chevy's panoramic visibility, precision control and whip-lash responses a vital safety margin.

Endless corkscrew turns, without guardrails, proved the inaccuracy of Chevy's Ball-Race steering; drivers blessed its fatigue-free ease.

"Husos," carefree Chilean cowboys, forced frequent use of massive Jumbo-Drum brakes—test car drivers swore by these on the incredible Andean grades.

Other major safety factors were the "anti-dive" feature built into Full Coil suspension, the low center of gravity of Safety-Frame.



The smoothness of the triple-turbine Turboglide transmission* was a major factor in keeping traction on rough gravel grades.



FIX-IT TIPS with "Plastic Wood"

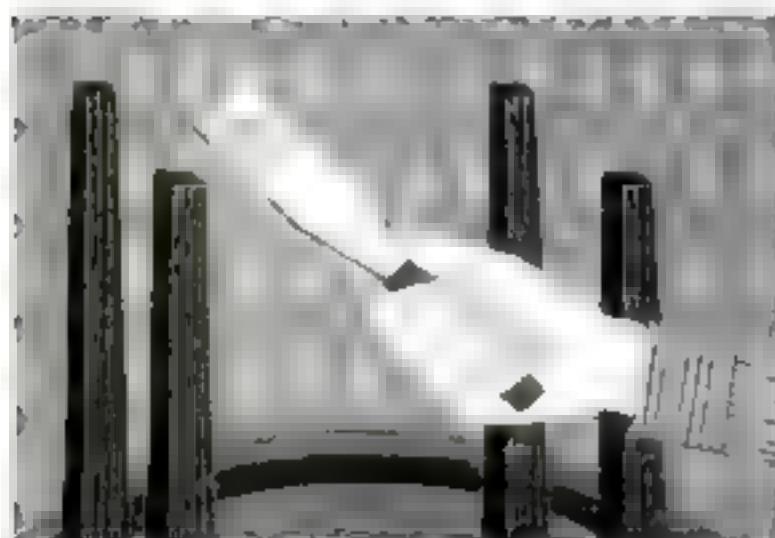


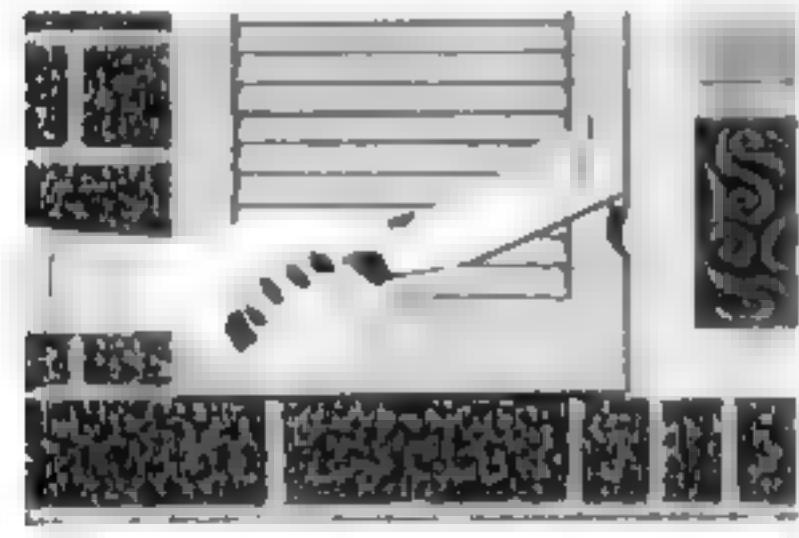
Table tipsy? Build up the short leg with a daub of Plastic Wood. Goes on easily. Hardens quickly. Stays put permanently.



Toys broken? Fix them with Plastic Wood. Easy to apply. Sticks to any surface. Can be sanded, stained, or painted.



Handle loose? Handles on hammers, chisels, brooms and mops can be made strong as new if reset in Plastic Wood.



Shutter split? It's easy to make a permanent repair with Plastic Wood. Resists weather. Takes paint perfectly.



Set things right with the only
"PLASTIC WOOD"



HOUSEWIFE
Mrs. W. Lachicotte, Freeport, N.Y.

I suppose we will have to have higher taxes. Some form of government subsidy should be made available to local colleges. Students of moderate means could get a good scientific education while they lived at home.



RESTAURANT OWNER
Mrs. Viola Bridley, Minneapolis

There's too many scientists around now. If we should get too overrun with them they'll just get in each other's way. It's none of their business to find out what's on the moon. We've got troubles enough in our country.

U.S. OPINION CONTINUED

Only a quarter of the people think that the Russian satellite successes have increased the immediate danger of war. But even this alarmed minority projects its fears into the future.

The complacent majority offers some strange reasons for its belief that Soviet scientific developments pose no danger to the U.S. Millions who do not necessarily trust the Russians feel that Sputnik was a benign phenomenon, a sort of scientific sideshow attraction. "I don't think they can bomb us until they get a station up there with men in it, but it sorta knocked us off our high horse." A dogged few feel that both the U.S. and Russia are "getting up in God's territory and ought to stay out" but are certain that since "Russia has no religion" the Almighty would not permit Soviet victory in war. A great majority of those who do not feel imperiled by Russian science are simply unable to believe that the U.S. can be "licked" by anybody.

A majority of people do feel that there is lamentable rivalry among the armed services. But the most striking public attitude encountered in discussing the U.S. lag in science is one of personal self-incrimination. "We goofed," says a New York newsmen. "We thought we could keep ahead without trying." From a Cleveland street cleaner's wife: "Instead of making more beautiful cars, we should have been working on space travel." And, in the words of a laborer in a Keyesport, Ill., zinc works: "If we don't get busy we're going to get the hell blew out of us."

This process of self-examination has not been limited to questions of simple survival. Millions of Americans who had taken education for granted all their lives have now turned a sudden and dissatisfied eye upon U.S. schools and the children who inhabit them. This dissatisfaction can be seen most clearly in the answers received to this question:

Q Do you think Russia or the U.S. has the best high school training in mathematics and science?

A Russia: 39% United States: 28%
Both the same: 4% Don't know: 29%

More than a third of Americans, therefore, rate Soviet teaching superior in those two vital subjects. Even more significant, two thirds of U.S. college graduates believe the same. This is a disconcerting admission in a country which carried the lamp of learning in its prairie schooners and tutored the immigrant horde.

If the advent of the earth satellites has done nothing else, it seems to have jolted the U.S. loose from one stubbornly cherished concept of education: that it is perfectly all right to have special schools for backward children but undemocratic to have them for bright ones. Not all people have abandoned that idea, by any means. "I think they all should be treated alike," says a machinist in Greenville, Ill. "None of them should have it better than others." But 62% of all citizens now feel that high schools should at least have special classes for bright students. And almost half

CONTINUED

Heal CHAPPED HANDS FAST!



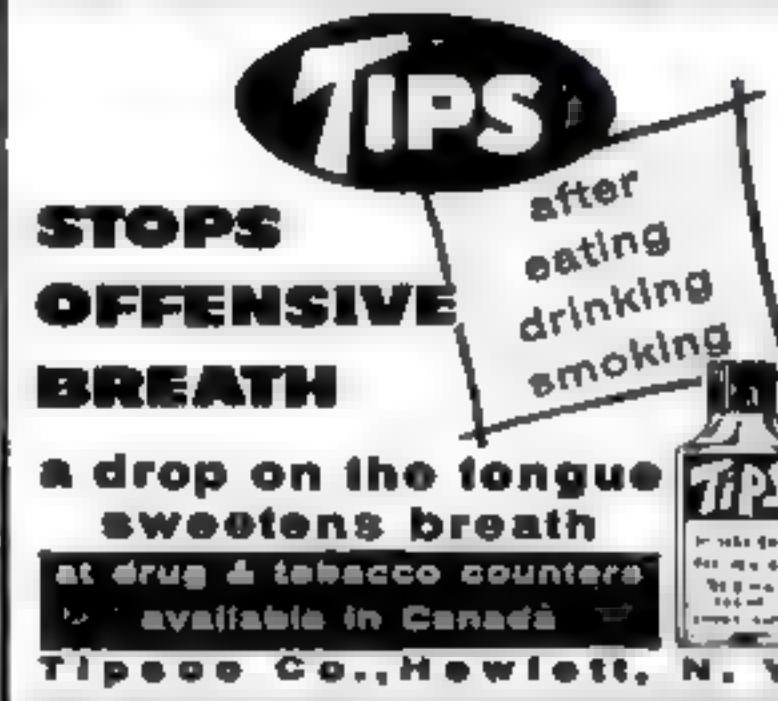
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Starts healing action instantly... contains GE-33 New Medical Moisturizing Agent that penetrates deep down into thirsty pores... starts combating dryness immediately! Doesn't just smear the surface like thick, greasy lotions! Get soft hands fast... use clear, fast-working Chamberlain's "Golden Touch" for just 24 hours... soft hands fast or your money back!

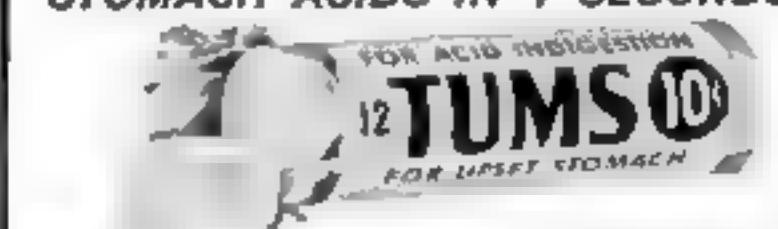
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HAND LOTION

Chamberlain Distributors, Des Moines, Iowa



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And nothing helps you do that so easily as
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MINISTER
Karl Brechne, Greenville, Ill.

The study of science in both secondary and elementary schools should be made compulsory instead of elective. The schools should cut out the three H's—hoopin', hollerin' and hullabaloo—and drill the three R's.



SCIENCE TEACHER
Floyd Kemp, Raytown, Mo.

Of course, it's important for a person to be well adjusted, but it can get to the point where we spend all of our time teaching a student to be socially acceptable and then discover that we haven't put anything into his mind.

U.S. OPINION CONTINUED

the population would vote against the principles of progressive education today. They do not believe, in other words, that developing a child as a person is more important than training his mind.

"High school students are not required to take science and mathematics today," says a garage proprietor in Redondo Beach, Calif. "Why take hard subjects when they can be taking driving, personal grooming, bridal courses and sex education? It's time we adults wake up and require a few things." Hundreds of people paraphrase this complaint from a Wildsville, La. housewife: "They just don't pin them down enough at school. A child just naturally don't want to study." But if armies of parents have had a sudden impulse to seize both teen-agers and school boards by the scruff of the neck, they also say, in effect, that the problem of producing teachers and scientists is not that simple: "Kids are interested in Cadillacs and fancy homes, and the people who have them are probably bookies, not teachers and scientists."

How are teaching and science to be promoted in a society that prizes its comfort? The majority of people turn hopefully, as with most of their big new problems, to the government. Sputnik has made millions aware of defects in U.S. institutions and U.S. concepts of life, but it has not imbued them with any fierce impulse to solve anything themselves. They favor state or federal aid for schools, federal scholarships, government direction and financing of scientific enterprise in general. Almost everyone agrees that teachers should have more money but only 17% would pay them out of local taxes. And few Americans can quite understand why a man would want to teach in the first place.

When people were asked to evaluate various professions in terms of financial return, future security, opportunity to win respect and fame, and the chance for fascinating work, they put doctors first, corporation executives second, actors next and high school teachers at the bottom of the list. Two hundred newspaper editors who were polled by Opinion Research Corporation as "opinion leaders" consider teaching even less attractive than the public does. In their opinion it offers only mildly interesting work, only a moderate chance for respect and security, and no chance at all for fame or money. As for scientists, almost a third of the population still says it doubts that they can be trusted with the secrets of "important new discoveries"—even though it would seem obvious by now that there will be no U.S. discoveries at all unless scientists discover them.

What is a scientist?

THIS vote of nonconfidence in the scientists seems to stem as much from confusion as from real distrust. Millions of Americans apparently are not quite sure just what a scientist is or what chores he undertakes beyond holding test tubes of hair dye up to the light on television commercials. In this supposedly science-conscious age only 10% of the population can name two living scientists (the two best-known: Dr. J. Robert Oppenheimer and Dr.

You'll say, "new *maidenform** Twice-Over[†] outdates all other bras"...or your money back!



Look for this colorful package everywhere

Imagine! Maidenform *guarantees* that new Twice-Over will do more for you than any other bra you've ever worn! Who but Maidenform would guarantee a bra? *Nobody* but Maidenform could *make* a bra you're so sure to love. At last the elastic bra has been improved to *perfection*; new Twice-Over is *so* new it makes other elastic bras old

fashioned! New *freedom*...the elastic is doubled and criss-crossed under the arms where comfort counts. New *firmness*...the cups are supple, sturdy broadcloth, with double-stitched circles where control counts!

And new Twice-Over actually *improves* with washing...becomes more flexible, more comfortable, more you! So wear it. Wash it.

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If you are not completely satisfied with bra and mail it to Maidenform with your sales slip. Maidenform will refund your entire purchase price, \$3.95 (\$4.95 for D cup) only one refund to a customer. Returns must be postmarked to a customer within 10 days of purchase date. Offer limited to continental United States. Good on purchases made during March 1958.

Put it on again and feel this exciting bra *mold* to your contours like a custom bra. Then, if you don't think Twice-Over is the *most* marvelous bra you've ever owned, Maidenform will refund your purchase price to the last penny. Don't take a chance...buy Maidenform Twice-Over *today!* A, B and C cup 3.95, D cup 4.95

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OUT OF FOCUS?



Wherever you are—take
Minty Phillips' Tablets—

FEEL FINE
AGAIN FAST!



No matter where you happen to be, upset stomach, heartburn, gas, or other symptoms of acid indigestion can come along and make you feel miserable. When this happens, just chew a few Phillips' Tablets—like candy mints! There's no glass, no water to bother with. You'll get on-the-spot relief because Phillips' Tablets contain one of the *fastest, most effective* "stomach sweeteners" ever known. They taste good, too—leave your mouth feeling clean and refreshed. So carry Phillips' Tablets with you wherever you go!



PHILLIPS'
TABLETS

U.S. OPINION CONTINUED

Jonas Salk) although a lot of them, interviewers report, go through a curious little struggle with themselves before giving up. "Ein . . ." they say. "Ein . . . Ein . . . Nope, I guess I don't know." Ten percent of the population really thinks that every scientist has a spy at his elbow or is in direct communication with the Kremlin. The rest of the antiscientist bloc just feels that they are "old men with long hair and whiskers," that they "may be geniuses but half insane" or, reflecting a curious horror of reading in certain segments of U.S. society, that "they just keep their heads in a book all their life . . . would rather learn than have fun on parties."

The majority which does believe in them, however, and the 62% of Americans who feel that scientists are "pretty much like other Americans" tend to applaud them wholeheartedly as "brilliant" and "dedicated" men. "They are learned men. If they're conscientiously absorbed in science, they may not be as frivolous and pleasure-seeking as others, but they're certainly good Americans." A good part of those who feel that scientists are "odd or different" still speak of them with admiration: "They have so much intelligence that it sets them apart from other people."

None of these broad attitudes on science, schools, taxes and the need for increased defense, which were molded by the news of Sputnik, has been altered in any significant degree by the fact that the U.S. now has a satellite of its own. The Opinion Research study reveals very little genuine jubilance about Explorer, although a good many people wish, rather wistfully, that it had been first into space so they could have enjoyed getting excited. But Americans heaved a great sigh of relief, for all that, the night Explorer went up. Although they already consider earth satellites a bit old hat, most people regard them as symbols of military power and were reassured when the Army's Jupiter C went faultlessly into space from Cape Canaveral.

Most Americans either disregard the fact that Explorer is smaller than the Soviet satellites or else feel that size is immaterial at the moment. A lot of people cherish a mental picture of Russian leaders staring gloomily at one another on getting the news of Explorer and saying, "We can't attack them now. They've got one too." At any rate, more than half the population now feels that the U.S. is even with Russia in all weapons. Three quarters are sure that any threat of Russian attack is less serious than it was before Jupiter C went up. Whatever else Explorer accomplished, it apparently convinced Americans that we can, with diligence and toil, get along just as well in the era of space as in the heartening past.



SCIENTIST'S WIFE Mrs. Glenn L. Brown, Los Angeles

Our Explorer satellite has demonstrated that we have a guidance apparatus good enough to control a missile's flight and place it in orbit, and that we have an improved fuel which will make our other missiles efficient. The Russian threat to the United States is less serious now that we have a satellite of our own.



FACTORY WATCHMAN
Charles Millay
Owensboro, Ky.

I believe that people who want to work in science should be thoroughly screened to make sure of their loyalty in the first place, before they are permitted to become scientists.



Here's your double-purpose lip balm

'Chap Stick'—always on tap to keep your lips refreshed and relaxed. And—always on call to bring fast relief to chapped, cracked, sore lips.

'Chap Stick' is no ordinary lip balm. Its tried-and-tested formula has brought wonderful lip comfort to millions of users. Specially medicated—specially soothing and Antiseptic.

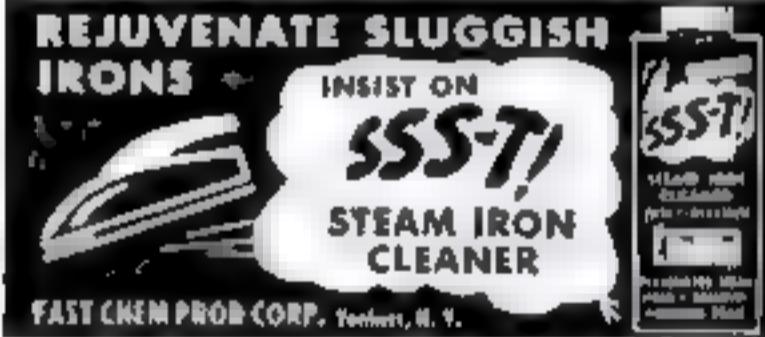
'Chap Stick' is now a pleasure to carry with you. It comes to you in the new swivel case that turns up as you need it. A real investment in lip care for everyone in your home.

Turns up
in a jiffy



'Chap Stick' is also available in Canada

Chap Stick Co., Lynchburg, Va.



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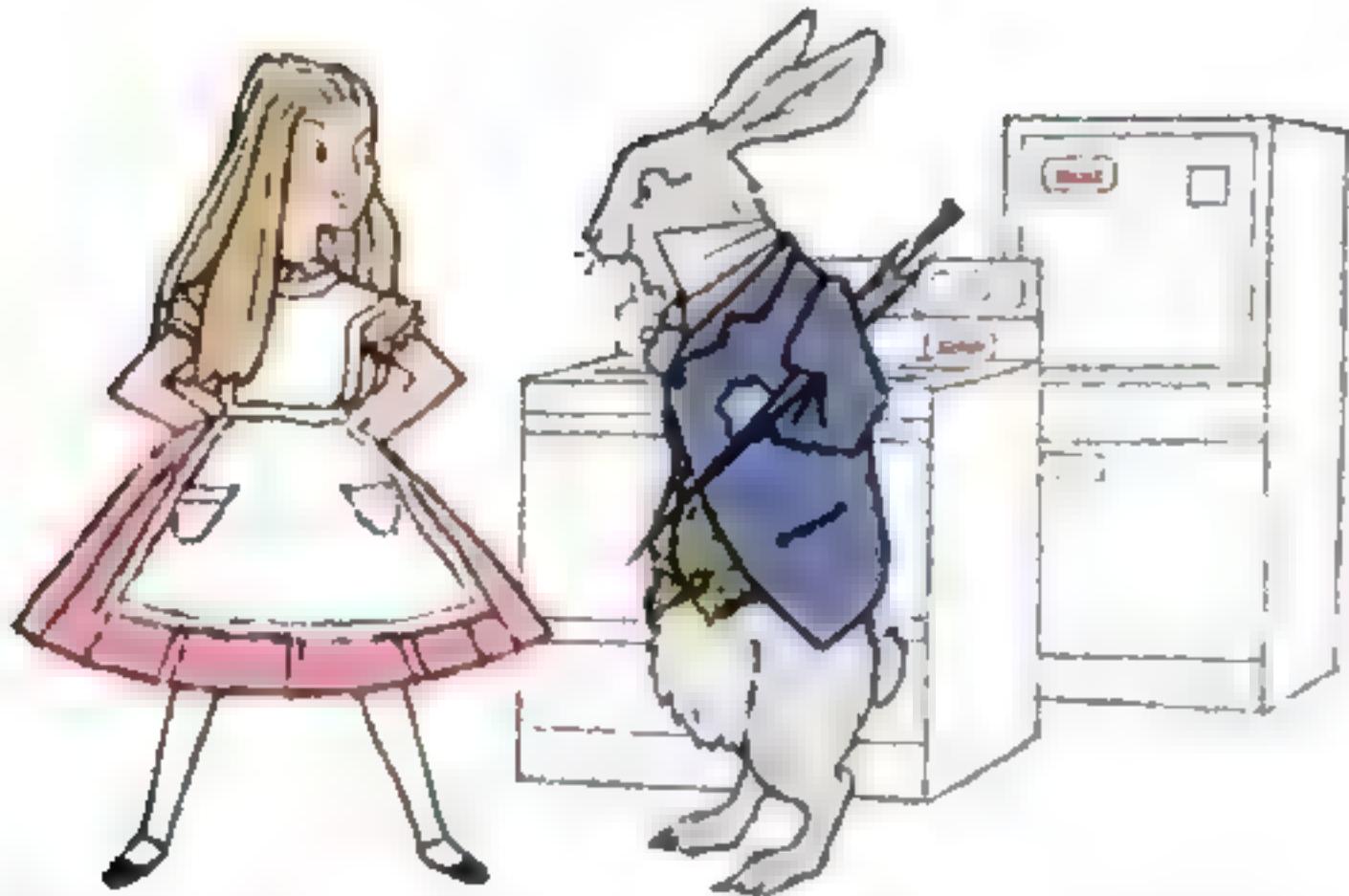
Misses, Infants, Men's, Boys



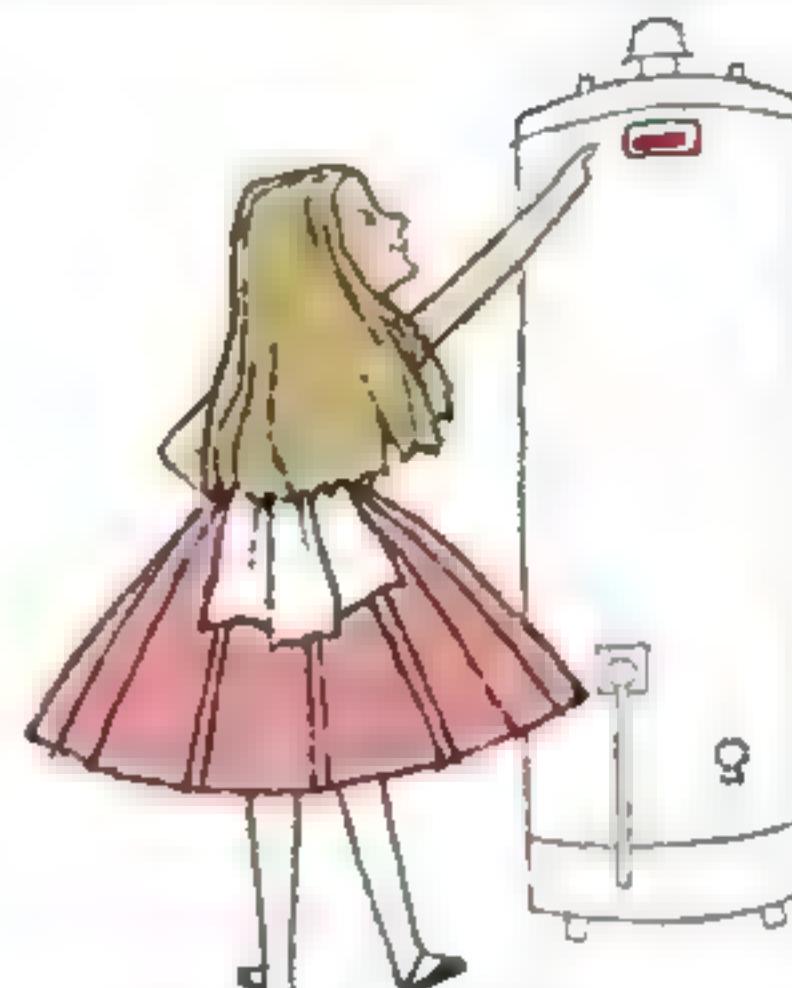
Available at supermarkets, chain or variety stores
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Alice in Insulation-Land

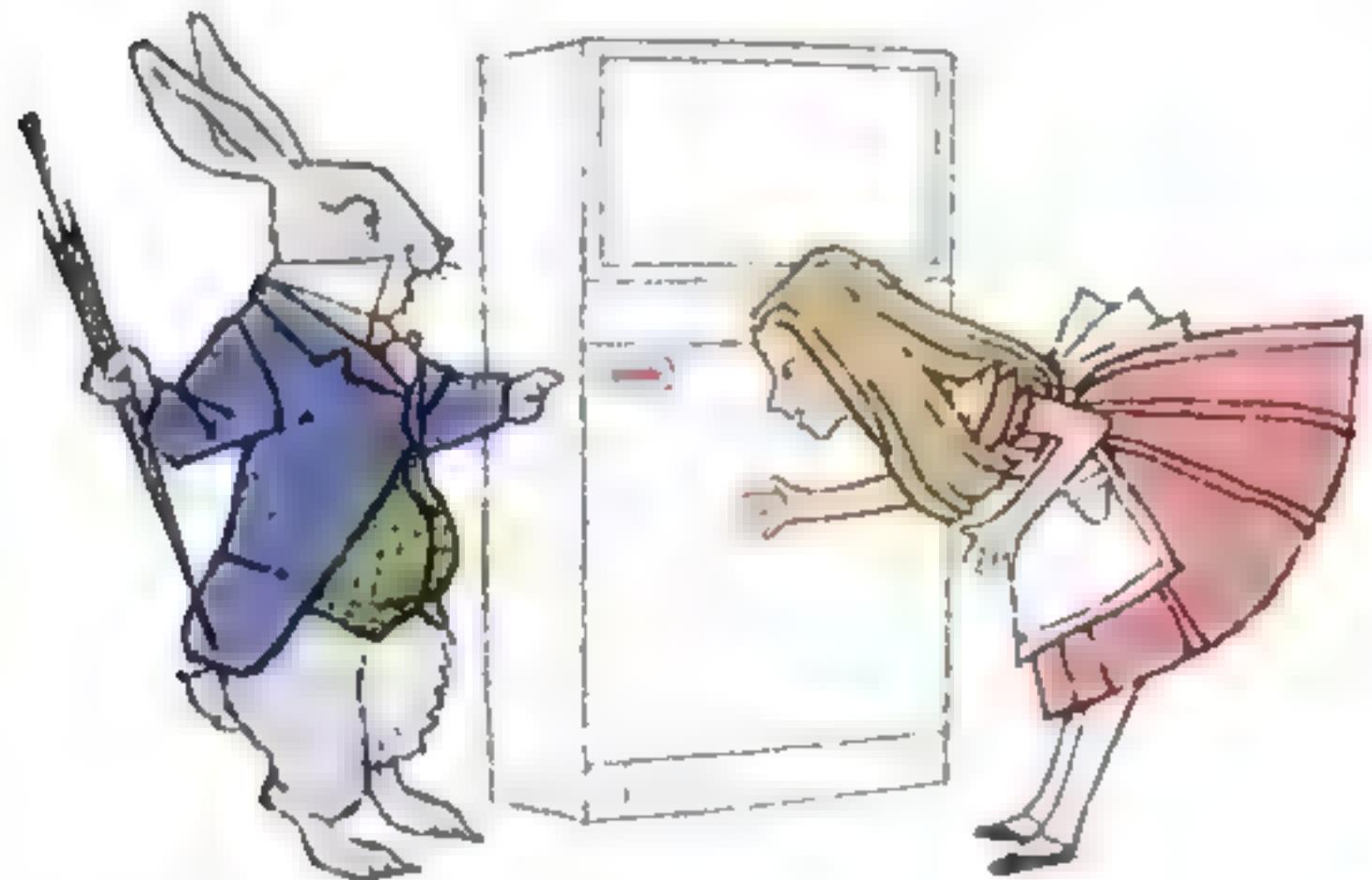
... discovers new wonders in the 1958 insulated appliances!



WHICH TO BUY? "Goodness," says Alice to the White Rabbit, "which of these wonderful new time- and work-saving appliances shall I buy?" "They're all good buys, my dear. That little red and white label tells you they all contain Fiberglas® Insulation! In this range with automatic timer and thermostatic burners, Fiberglas maintains even oven heat, keeps the kitchen cooler; saves fuel too!"



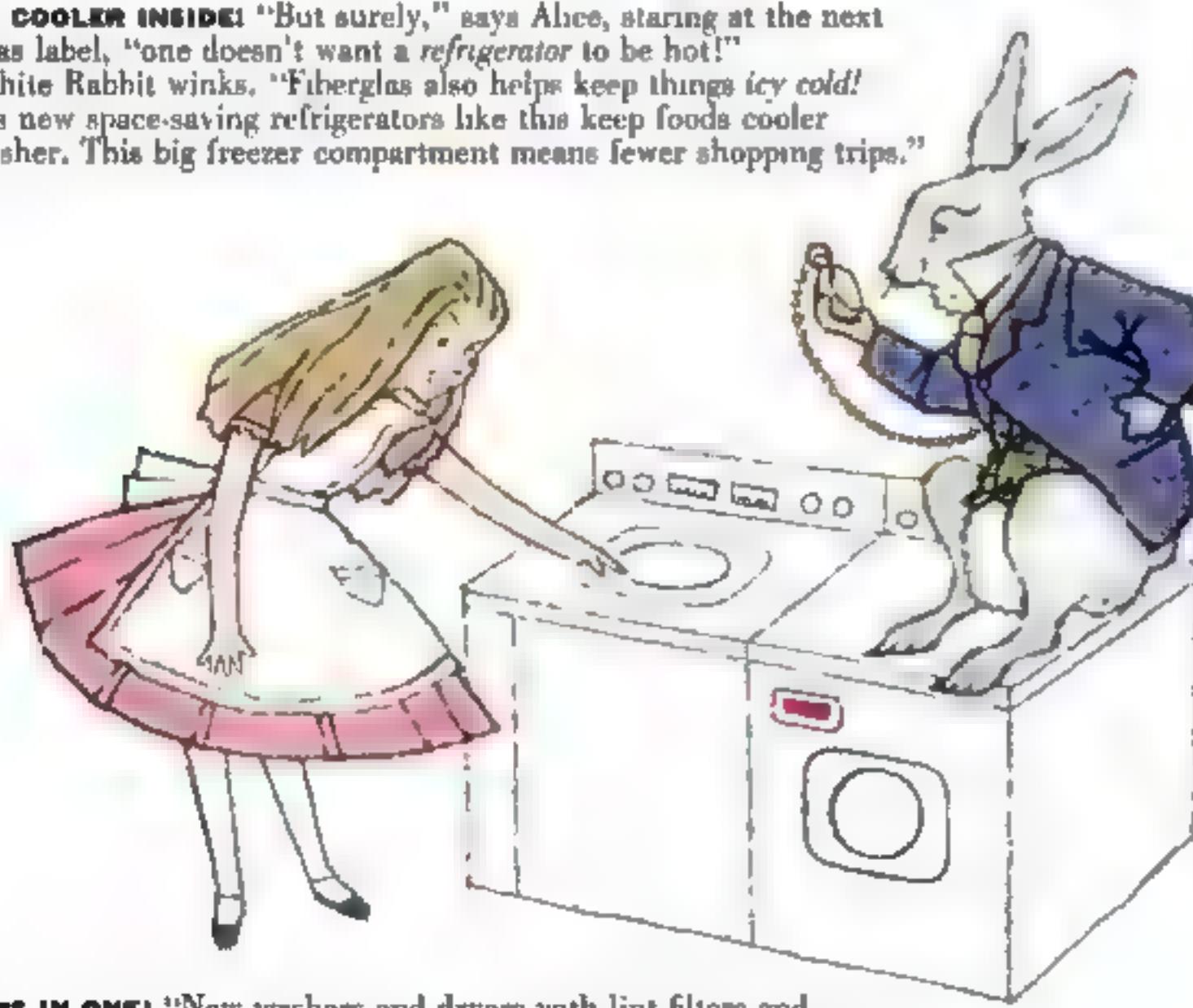
HOTTER INSIDE, COOLER OUTSIDE! "Then the Fiberglas Insulation inside this new automatic water heater," says Alice, "must help the water stay nice and hot." "Exactly!" answers the Rabbit. "Fiberglas Insulation contains so many millions of heat-blocking air pockets that it works better than ordinary insulating materials! Keeps outside heater walls cooler, too . . . avoids accidents!"



OR . . . COOLER INSIDE! "But surely," says Alice, staring at the next Fiberglas label, "one doesn't want a refrigerator to be hot!" The White Rabbit winks. "Fiberglas also helps keep things icy cold! It helps new space-saving refrigerators like this keep foods cooler and fresher. This big freezer compartment means fewer shopping trips."



HUSHES THINGS UP! "Goodness! Fiberglas Insulation in the new dishwashers helps cut down on noise and increases washing efficiency by keeping water hot. Even glasses get sparkling clean!"



TWO JOBS IN ONE! "New washers and dryers with lint filters and automatic time and temperature settings make wash day easy!" says Alice. "Fiberglas Insulation must keep them nice and quiet, too!" "Exactly! And insulated dryers don't heat up your room! Oh dear, I'm late—more manufacturers want to learn about putting Fiberglas Insulation in their appliances!"



LOOK FOR THE LABEL! "Well," says Alice, "I never saw such handsome and efficient appliances! And whenever I buy an insulated appliance, I'll always look for the Fiberglas label. You'll agree with Alice. Today's appliances give you comfort and convenience never dreamed of before... save space, too. And Fiberglas Insulation helps assure top performance. Isn't it time you bought new appliances? Owens-Corning Fiberglas Corp., Dept. 10C-3, Toledo 1, Ohio."

FIBERGLAS

*T.M. (Reg. U.S. Pat. Off.) O-C F Corp.

Going up all over America: new Comfort-Conditioned homes with Fiberglas insulated appliances.

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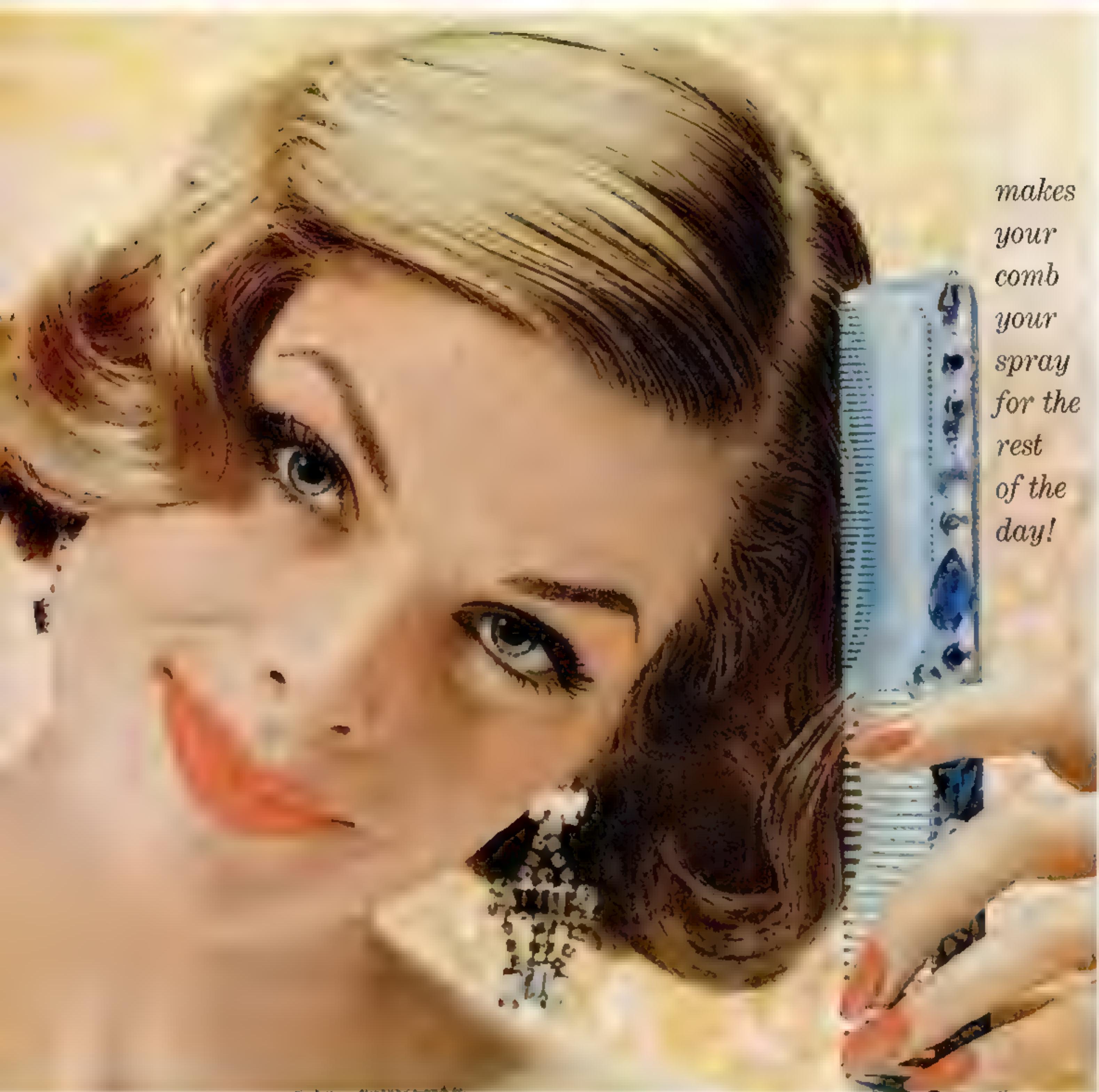


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hair
spray
with
no
sticky
resins!

NEW SUPER SOFT SPRAY NET® is now a diamond-clear mist!

Helene Curtis introduces the first hair spray with no sticky resins—a diamond clear mist discovery that strengthens curls with no stickiness. It's the world's first once-a-day hair spray. This means you mist-spray your hair once in the morning... comb... and for the rest of the day *your comb* is your spray! Now, whenever your hair gets disarranged

you renew the soft control of your curls—not by respraying—but just by combing. That's how new Super Soft Spray Net makes all other hair sprays out of date... and makes it as easy for you to try on new hair styles as you do new hats! Now let your comb work new magic with your hair... try new diamond-clear mist SUPER SOFT!



*makes
your
comb
your
spray
for the
rest
of the
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**PUT THE 25¢ "POP-UP"
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*Helene Curtis invites you
to try New Super Soft
Spray Net® at a savings—
so tear off the coupon now!*



*Just mist-spray once in the morning... and your
comb works new magic with your hair all day!*



*Try on new hair styles easier than new hats! Let
new Super Soft make your comb your spray!*

Trunk, '58 Plymouth, cleaned *and* waxed



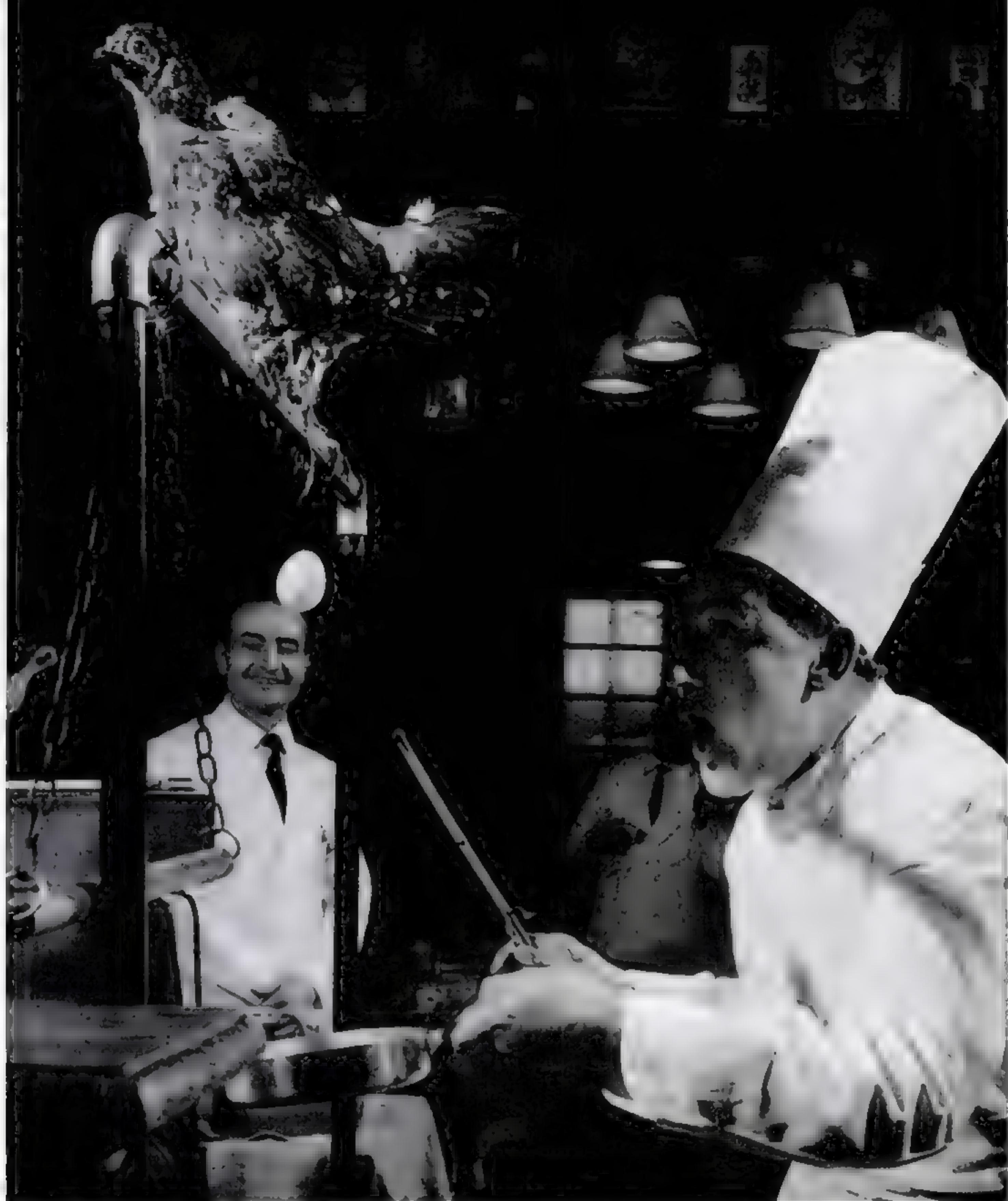
VISTA TIME: 6 minutes

DURATION: up to 6 months



Simoniz makes it as only Simoniz can—VISTA, for tough real paste wax beauty and protection. VISTA is real paste wax with cleaner in it—*turbo-whipped* so it spreads smoothly, dries and wipes off quickly. One easy application cleans, shines and protects your car for months... *try it.*

SIMONIZ MAKES IT



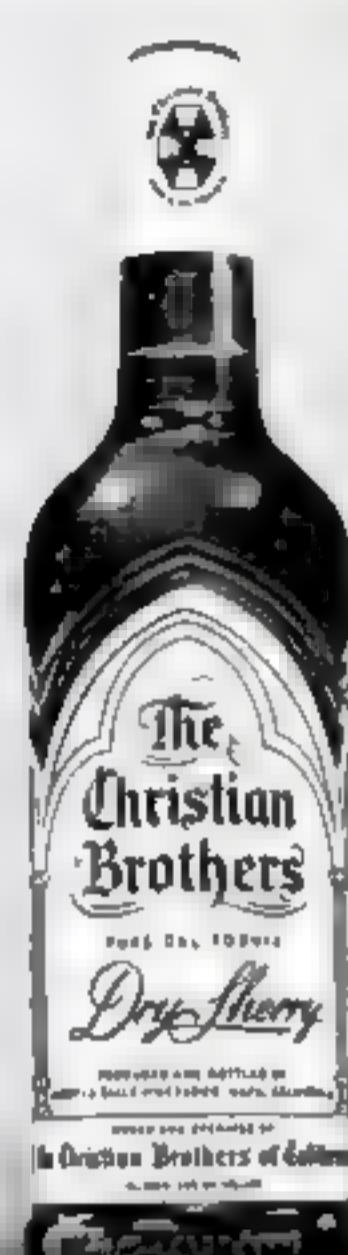
ON COMMAND FROM CHEF SAM, TRAINED FRENCH HEN CESARINE LAYS AN EGG FROM HER PERCH AND HER MASTER PREPARES TO CATCH IT IN HIS SKILLET

A Hilarious Hen Party in France

Guests who ask for an omelet at the restaurant Chez Sam, which is half an hour west of Paris in Pontchartrain, can really crow over the freshness of their eggs. The chef, Samuel Letrone, simply calls for his hen Césarine (*above*) and she delivers the desired egg direct to Sam's frying pan. Dutiful Césarine is just one of the well-trained plumed performers at Sam's hilarious hen parties. Others (pp. 108, 109) balance serenely atop a tall column of glassware and nonchalantly puff filter-tip cigarettes.

Sam started chicken training in 1944 when he bought his place and wanted to drum up trade. His first great success was with a rooster named Le Grand Jules, who could add and multiply but died from drinking too many *apéritifs*. Sam went on training, which he describes as partly mesmerism and partly conditioning the chickens' reflexes to react to certain sounds. The fowl foolery has not diminished guests' orders for chicken. "The chickens I serve," says Sam, "are not related to the performers."

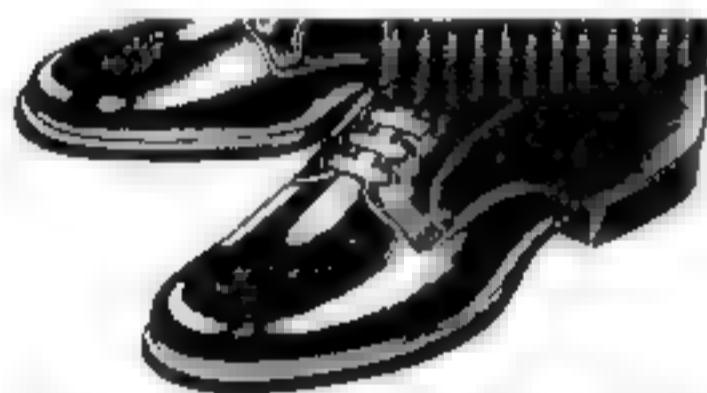
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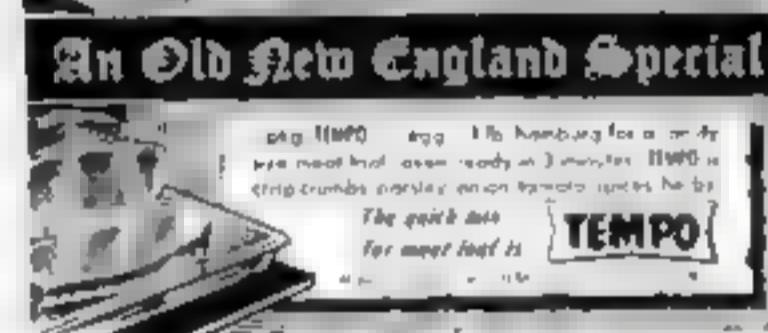
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NOEMI'S NUMBER, which Sam Leib as "very vivacious and delicate" calls her (left) peeking at chef from atop a column of bottles and glasses balanced

ROSTER ROMEO PUFFS CIGARET PERCHED ON TROPHY HE LEANS ON A





on three crisscrossed knives, rising to greater heights as another glass is put on (center) and then calmly taking a bow on her back in the glass (right).

DUSTER MADE FROM HIS GRANDMOTHER, "THIS ONLY FAMILY SUPPORT"



Opportunity knocks...
gals knit socks...your ship
docks...life takes on an added
glow for the man who smokes
a Dutch Masters. Brighten your
world with this supremely fine,
superbly mild cigar.

In seven sizes from

2 for only 25¢ to 25¢ each.

Dutch Masters®

The Fine
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Copy, 1958, Consolidated Cigar Sales Co., Inc.



A WHICH-WAY CAR

A car that seemed to represent the ultimate confusion in automotive design was standing in an alley when Photographer Art Shay recently came out of a restaurant in Chicago. The car was parked with its

front jutting out beyond a building whose side was faced with shiny black marble. The polished stone mirrored the car so clearly that it seemed to be made of two front halves, going in opposite directions.



**Smart way to be both
wise and generous**

How **WISE** you are to introduce your friends to Old Grand-Dad!

Because then you make sure of enjoying the finest of all bourbons, both in your home and theirs.

It is this friend-to-friend recommendation that has made Old Grand-Dad unrivaled in the affections of those who know it.

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY CO., FRANKFORT, KY. • DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY

**"Head of the
Bourbon Family"**



A new idea in smoking!

Salem refreshes your taste

- **menthol fresh**
- **rich tobacco taste**
- **modern filter, too**



Sparkling water . . . radiant air . . . Spring! Just as such a scene refreshes you, so a Salem Cigarette refreshes your taste. Salem adds a new quality to rich tobacco . . . a surprise, refreshing softness. Through Salem's pure-white modern filter flows the freshest taste in cigarettes. Try Salem! You'll want a carton!

Created by R. J. Reynolds Tobacco Company